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BROADCASTING TELECASTING

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22ND year

THE NEWSWEEKLY OF RADIO AND TV

TECHNICAL ROOM
UNIVERSITY OF TULSA
DEC 10 1952
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Weaver's in the driver's seat!

KCBS' Bill Weaver not only delivers more potential customers than any of his early morning competitors in San Francisco (source: Pulse)...he drives home more *sales* as well (source: his sponsors).

Witness this letter from an agency which places several automotive accounts on KCBS:

"Weaver has produced such excellent results that *this agency's faith in radio has reached a new high*. With only 6 announcements, for example, Weaver sold $800 worth of auto seat covers. Similar results were reported on items ranging from $1 polish kits to $49.50 radios.

"Another account has used Weaver for over 2 years with gratifying results. Daily checks made at all locations show that Weaver is one of our top buys. He has an audience that's almost fanatical in its loyalty to him!"

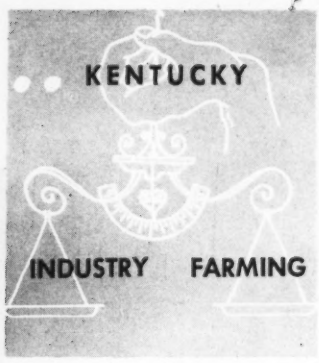
No matter what you sell (other long-time Weaver sponsors: Hostess Cup Cakes, 3 years; Bayer Aspirin, 3 years; Durham-Enders Razors, 2 years), Bill Weaver can speed up your sales in Northern California.

For a winner every time, just contact KCBS or your nearest CBS Radio Spot Sales office.

San Francisco • CBS Owned • 50,000 watts **KCBS**

XUM

Go where there's GROWTH...



Petroleum and Potatoes

Kentucky's petroleum industry is an impressive wealth producer. Yet, roughly 2/3rds of Kentucky's oil fields have been unexplored and untapped. In 1948, the state's petroleum production was valued at $24,003,172. In 1951 petroleum production increased to $32,100,000!

Kentucky-grown potatoes, like most other crops, reflect Kentucky's farm growth. 1950 potato crop, for example, brought a cash income of $1,021,000. The 1951 crop topped that figure with $1,330,000.

Go where there's GROWTH...

GO WHAS!

No other station — or group of stations — in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.
(Benson and Benson)

CBS
WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago

XUM

the Special Gift

for certain people*

*your clients and associates in radio and television

XUM

Holiday Gift Subscription List

This reduced rate expires December 31, 1952

PLEASE SEND 52 ISSUES OF **BROADCASTING** • **TELECASTING** AS MY GIFT TO:

1 for $7.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

2 for $13.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

3 for $19.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

4 for $25.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

5 for $30.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

6 for $35.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

7 for $40.00

Name .....
Firm .....
Address .....
City ..... Zone..... State.....

Please announce my gift with Personalized Greetings

Name .....
Address .....
Sign Gift Card .....

$ ..... enclosed ☐ Bill me

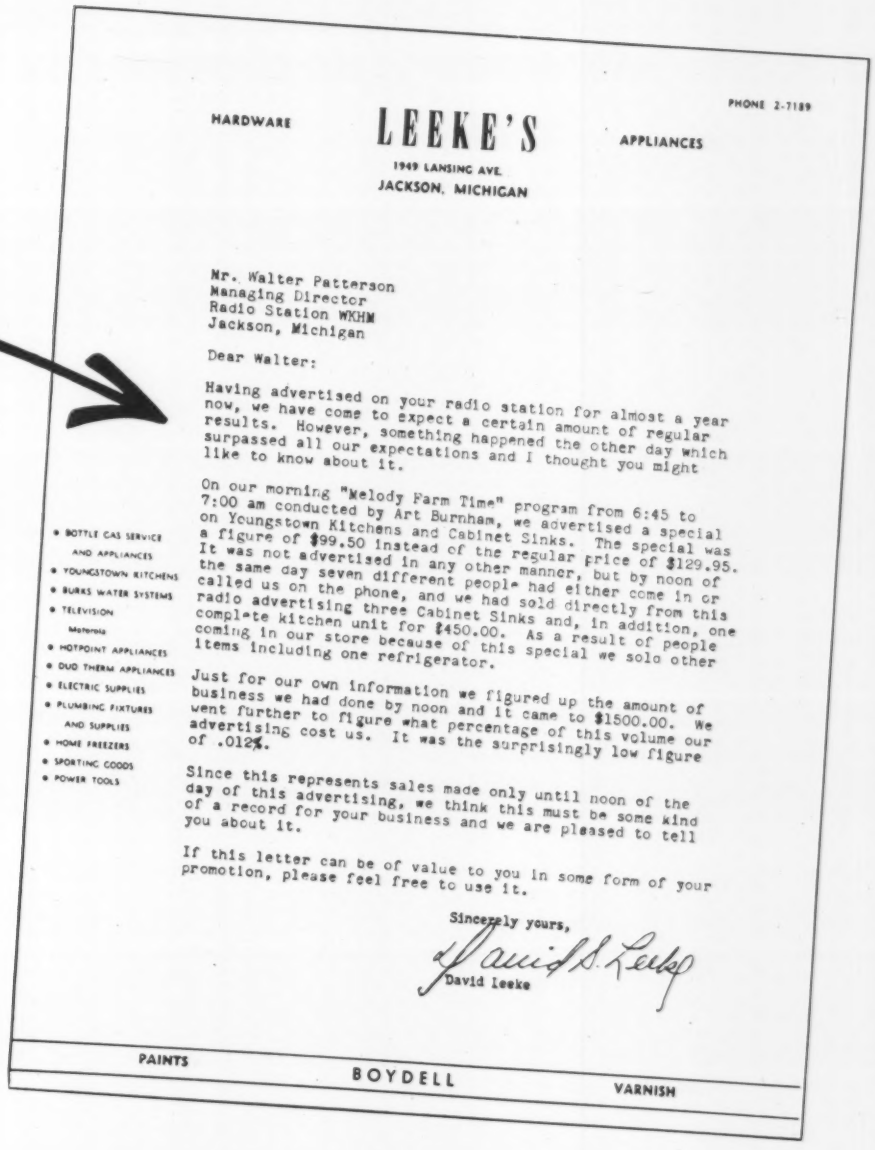
Mail TODAY to BROADCASTING • TELECASTING, National Press Building, Washington 4, D. C.

When you use WKHM in Michigan...

YOU GET RESULTS!

Here's the PROOF!

Results that . . .
"surpassed all
our expectations!"



HARDWARE **LEEKE'S** APPLIANCES

PHONE 2-7189

1949 LANSING AVE.
JACKSON, MICHIGAN

Mr. Walter Patterson
Managing Director
Radio Station WKHM
Jackson, Michigan

Dear Walter:

Having advertised on your radio station for almost a year now, we have come to expect a certain amount of regular results. However, something happened the other day which surpassed all our expectations and I thought you might like to know about it.

On our morning "Melody Farm Time" program from 6:45 to 7:00 am conducted by Art Burnham, we advertised a special on Youngstown Kitchens and Cabinet Sinks. The special was a figure of $99.50 instead of the regular price of $129.95. It was not advertised in any other manner, but by noon of the same day seven different people had either come in or called us on the phone, and we had sold directly from this radio advertising three Cabinet Sinks and, in addition, one complete kitchen unit for $450.00. As a result of people coming in our store because of this special we sold other items including one refrigerator.

Just for our own information we figured up the amount of business we had done by noon and it came to $1500.00. We went further to figure what percentage of this volume our advertising cost us. It was the surprisingly low figure of .012%.

Since this represents sales made only until noon of the day of this advertising, we think this must be some kind of a record for your business and we are pleased to tell you about it.

If this letter can be of value to you in some form of your promotion, please feel free to use it.

Sincerely yours,

David Leeke

- BOTTLE GAS SERVICE AND APPLIANCES
- YOUNGSTOWN KITCHENS
- BURKS WATER SYSTEMS
- TELEVISION Motorola
- HOTPOINT APPLIANCES
- DUO THERM APPLIANCES
- ELECTRIC SUPPLIES
- PLUMBING FIXTURES AND SUPPLIES
- HOME FREEZERS
- SPORTING GOODS
- POWER TOOLS

PAINTS BOYDELL VARNISH

This is another example of the *sell* you get from WKHM. When YOU want to *really* cover Jackson, and South Central Michigan buy . . .

970 ON THE DIAL **WKHM** 1000 WATTS, FULL TIME

JACKSON, MICHIGAN

Affiliated with WKMH

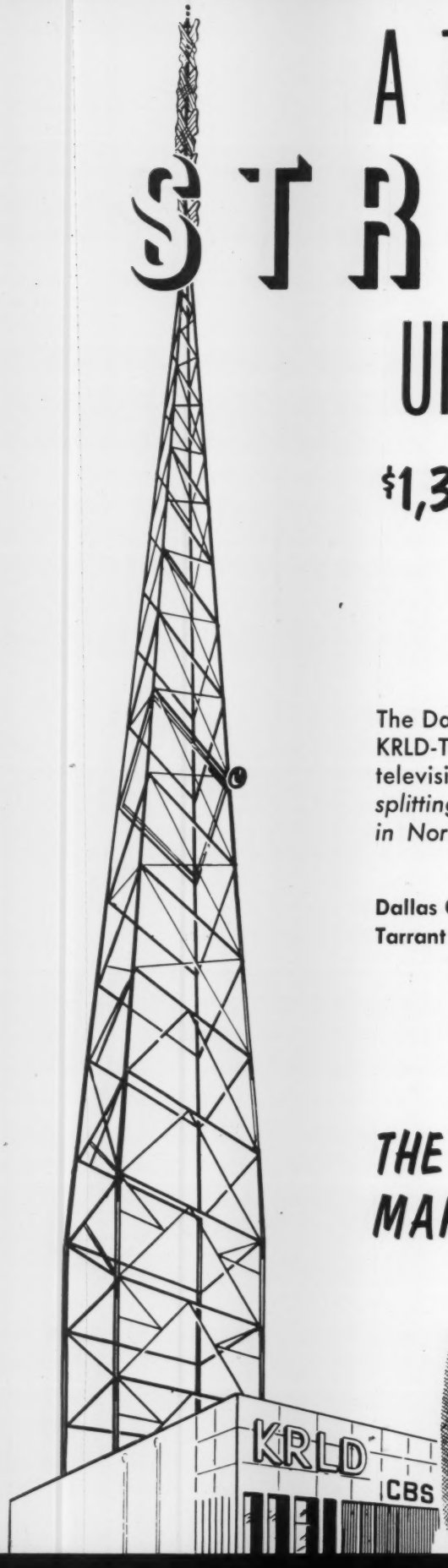
The Station that covers Metropolitan Detroit

See Your Headley-Reed Man

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

XUM

A TOWER OF STRENGTH UNDIVIDED



$1,356,542,000 RETAIL SALES:

The SOUTHWEST'S greatest concentration of population, buying power and retail sales is

SERVED AND SOLD BY KRLD-TV
CHANNEL 4, DALLAS

The Dallas - Fort Worth TV Viewing Area depends exclusively on KRLD-TV for the top-rated Columbia Broadcasting System's television programs. *The only station in Dallas or Fort Worth not splitting any part of any network schedule with any other station in North Texas.*

	POPULATION	EFFECTIVE BUYING POWER
Dallas County	648,000	$1,136,546,000
Tarrant County	383,200	615,413,000
TOTAL	1,031,200	$1,851,959,000

PER FAMILY INCOME:

Dallas County	$5,674.00
Tarrant County	5,229.00

(Sales Management 1952)

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE

KRLD-TV
Channel 4, Dallas

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

TEXAS' MOST POWERFUL TELEVISION STATION

The Branham Company, *Exclusive Representative*

at deadline

CLOSED CIRCUIT

NEW APPROACH to settlement of AM station "marriage" problem for purpose of getting prompt TV service, expected to go to FCC from major market. It will involve bringing in of third party who will hold minority interest but balance of power into entirely new corporation, thereby eliminating "duopoly" issue in AM. Prominent industry figure expected to become president-general manager of newly-formed company to seek vhf facility for which individual companies are now competing.

LAME DUCKS—those unsuccessful candidates for re-election . . . are entering fringe of FCC appointment picture. Among those understood interested in upcoming FCC vacancies (see story page 25) are Edward H. Jenison, Paris, Ill., 45, editor of *Paris Daily Beacon News;* Albert M. Cole of Holton, Kans., 51, attorney, and Harmar D. Denny Jr. of Pittsburgh, 66, attorney and former investment banker. GOP headquarters at Commodore in New York reportedly beehive of job-seeker activity.

ACTIVITIES around both ABC and United Paramount in New York portend far-reaching and revolutionary changes in both radio and TV network operations, once approval of merger comes from FCC. Basic program planner is Robert Weitman, who becomes vice president in charge of programming and talent of AB-PT, coordinating through Robert Kintner, ABC president, who despite fast-flying rumors will continue to run ABC show. One thing certain is that UPT will immediately pump new money into ABC operations.

WILLSON M. TUTTLE, vice president in charge of radio and television and member of board of directors of Ruthrauff & Ryan, New York, for 13 years has resigned to assume important post in one of largest television film firms. Details soon. TOM G. SLATER, also vice president, Ruthrauff & Ryan, New York, will succeed Mr. Tuttle.

IT'S STILL in discussion stage but signs are appearing that some victims of NCAA football telecast monopoly intend to abandon vocal criticism in favor of cooperative effort to combat entrenched college syndicate. Final NCAA TV policy to be decided at early January convention in Washington.

THERE's little sentiment among House Campaign Expenditures Committee members for subsidization or setting aside of program blocks for political candidates, on either free or paid time basis. Write off possibility of any such recommendation in committee's report, to be filed by Jan. 3.

MAYBE it's because of his stellar performances during Kefauver hearings of 1950 or maybe it's his recognition of modern techniques, but it's learned authoritatively that Sen. Charles W. Tobey, who takes over next session as chairman of Senate Interstate & Foreign Commerce Committee, will espouse

(Continued on page 6)

EARLY END SEEN TO SAG STRIKE

WITH "several" TV film producers and advertising agencies in New York, Chicago and Hollywood having signed interim contracts last week covering actors in video film commercials, early end of week-old Screen Actors Guild strike is in sight. Although SAG executives would not reveal number of producers and agencies who have met Guild terms, they reported them as several and said agreement includes controversial added payment for reuse of filmed spots and other demands originally made to Film Producers Assn. of New York and American Assn. of Advertising Agencies.

Interim agreement gives actors and announcers minimum of $70 per commercial, with different rates for network and local re-use. Talent gets added payment for each run on network spots. On local "wild" spots there is unlimited run for four weeks. Upon renewal after that period, actor must be paid his full original fee for another four-week run. Provision stipulates "wild" spots must be telecast not later than six months after being made. They cannot be telecast after one year beyond date of completion of production. If same filmed spot is used again on program, actor must be paid two separate full fees.

K. C. TO DALLAS RELAY

RADIO-RELAY route between Kansas City and Dallas, providing six broad band channels, two in each direction for telephone service and two southbound for TV, has been completed, AT&T announced yesterday (Sunday). One TV channel is being put into immediate operation, making second network TV program available to stations in Oklahoma and Texas, now receiving their network shows from Jackson, Miss. New channel will deliver programs to them out of Omaha.

BUSINESS BRIEFLY

35 MARKETS ● Hood Chemical Co., Philadelphia (Easy Starch), placing radio spot announcement campaign starting Jan. 2 in 35 markets for 13 weeks. Hilton & Riggio, New York, is agency.

AMMIDENT IN RADIO ● Block Drug Co., New York, for Ammident, preparing spot announcement radio campaign to start Jan. 16 in number of widely scattered markets for 39 weeks. Client is asking for package which includes one-minute spots, five-minute and quarter-hour program availabilities. Cecil & Presbrey, New York, is agency.

SEABROOK DECISION SOON ● Seabrook Farms Co., Bridgeton, N. J. (frozen foods), through Hilton & Riggio, New York, currently considering whether to renew its Matthew Bell show on MBS or place this money in spot campaign. Decision is expected by middle of this week.

NEW GARRETT PLANS ● Garrett & Co., New York (Virginia Dare wine), planning to run extensive radio and TV spot announcement campaign starting early in February. David J. Mahoney Adv., New York, is agency. Firm's current spot campaign concludes at end of December.

VAPORUB DRIVE ● Vick Chemical Co., New York, for its Vaporub, planning two-week radio spot announcement campaign—five times weekly—to start Dec. 29 on more than 100 stations. Morse International, New York, is agency.

BASEBALL IN CHICAGO ● Chicago Cubs home and away baseball games to be aired again next year on WIND Chicago, which will feed to its regular midwest baseball network. Bert Wilson handles coverage again. Twenty-

(Continued on page 102)

Combined Gross Network Time Sales Up

COMBINED GROSS time sales of major radio and TV networks for October totaled $32,249,967, according to Publishers Information Bureau. Figure represents increase of 9.7 percent over $29,405,724 of network gross billings for October 1951.

Radio networks, with combined gross of $15,240,881 for month, exceeded October 1951 billings total of $14,948,105 by 2.0 percent, while TV networks, billing $17,009,086 this October against $14,457,619 for that month of 1951, showed 17.6 percent increase.

For ten-month, January-October period, combined radio-TV network gross is up 12.0 percent from last year to this; TV alone being up 43.0 percent and radio alone down 9.3 percent. Detailed network-by-network breakdowns follows:

NETWORK RADIO

	Oct. 1952	Oct. 1951	Jan.-Oct. 1952	Jan.-Oct. 1951
ABC	$ 2,887,571	$ 3,158,714	$ 29,189,590	$ 27,187,867
CBS	5,817,930	5,615,723	47,524,397	58,248,811
MBS	2,304,804	1,759,468	16,838,926	14,620,653
NBC	4,230,576	4,414,200	38,530,416	45,665,064
Total	$15,240,881	$14,948,105	$132,083,329	$145,722,395

NETWORK TELEVISION

ABC	$ 1,453,811	$ 1,897,427	$ 15,485,052	$ 14,694,523
CBS	6,754,231	4,731,219	54,220,665	33,128,970
DuMont	995,376	768,684	7,793,817	5,976,258
NBC	7,805,668	7,060,289	65,599,420	46,042,872
Total	$17,009,086	$14,457,619	$143,098,954	$ 99,842,623

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
Jan.	$ 3,301,479	$ 5,161,397	$ 1,699,282	$ 4,357,353	$ 14,519,511
Feb.	3,177,970	4,788,507	1,600,399	3,994,018	13,560,894
March	3,355,715	5,154,077	1,826,527	4,184,074	14,520,393
April	3,244,146	4,943,400	1,681,924	4,078,593	13,948,063
May	3,323,092	4,963,794	1,821,571	3,861,882	13,970,339
June	3,001,314	4,629,254	1,632,977	3,708,014	12,971,559
July	2,082,666	3,257,331	1,339,276	2,878,196	9,557,469
Aug.	2,281,852	3,994,905	1,325,059	3,338,843	10,940,659
Sept.	2,533,785	*4,813,802	1,607,107	3,898,867	*12,853,561
Oct.	2,887,571	5,817,930	2,304,804	4,230,576	15,240,881
Total:	$29,189,590	$47,524,397	$16,838,926	$38,530,416	$132,083,329

NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuMont	NBC	TOTAL
Jan.	$ 2,020,461	$ 5,074,643	$ 717,148	$ 7,259,307	$ 15,071,559
Feb.	2,148,467	5,103,043	748,544	6,813,549	14,813,603
March	2,065,052	5,643,123	760,593	7,320,358	15,789,126
April	1,699,760	5,641,831	738,926	6,946,751	15,027,268
May	1,504,043	5,602,634	775,063	6,822,982	14,704,722
June	1,279,985	5,385,820	749,497	5,794,534	13,209,836
July	943,387	4,163,245	653,415	4,555,020	10,315,067
Aug.	1,166,169	5,105,929	845,780	5,618,543	12,736,521
Sept.	1,203,917	*5,746,166	809,475	6,662,608	*14,422,166
Oct.	1,453,811	6,754,231	995,376	7,805,668	17,009,086
Total	$15,485,052	$54,220,665	$ 7,793,817	$65,599,420	$143,098,954

* Revised as of December 3, 1952

Note: Radio and television cumulative totals do not include July national political convention programs sponsored by Admiral Corp., Philco Corp., and Westinghouse Electric Corp. This applies to all radio and television networks but Mutual. Mutual carried no convention programs and is therefore complete.

for more AT DEADLINE turn page

at deadline

FIRST ELECTION FORMS ARE MAILED BY NARTB

FORMS for certification of persons who are eligible to become candidates representing radio stations on NARTB Radio Board were mailed Friday by Secretary-Treasurer C. E. Arney Jr.

Board vacancies will occur in 1953 in odd-numbered districts. One of each of four director-at-large directorships will also become vacant, total of 13 board places to be filled by radio members.

All odd-numbered district directors now in office are eligible to run for re-election except Glenn Shaw, KLX Oakland (see story, page 29). Mr. Shaw is completing his second term, maximum under by-laws. Directors-at-large whose terms end in 1953 are John H. DeWitt Jr., WSM Nashville, large stations; Hugh B. Terry, KLZ Denver, medium stations; Edgar Kobak, WTWA Thomson, Ga.. small stations; Ben Strouse, WWDC-FM Washington, FM stations. All these directors-at-large are eligible to run for re-election.

NBC 'BEAT' ON IKE

NBC CLAIMED clear beat over other radio-TV networks on Friday morning broadcast of pool announcement that Gen. Eisenhower had been to Korea and was headed home. Acting on "hunch" that news might break before radio network lines opened at usual hour of 8 a.m. EST, spokesmen said, NBC had ordered standby facilities from AT&T for 7-8 a.m. period, and thus was able to get report of pool newscaster Everett Holles, of Mutual, on network at 7:02:30 a.m. EST. It also was carried on NBC-TV, whose *Today* show opens at 7 a.m., and both NBC networks followed with Gen. Eisenhower's statement that "there is no easy solution for the war in Korea." Other networks had to wait for normal opening hour of networking facilities, but affiliates broke news locally from wire service reports—though NBC claimed its broadcast also beat wire services by "several minutes."

Wells Church, director of news and public affairs for CBS radio, protested late Friday that NBC had violated agreement among networks that, if news of Gen. Eisenhower's trip to Korea should break while networking facilities were closed, use of pool newscaster Everett Holles' report on Korean trip would be delayed till all networks were opened. NBC authorities could not be reached late Friday for comment.

KOIN FILES REPLY

FIGHT of KOIN Portland, Ore., to get FCC to overrule hearing examiner's decision that it may not amend its application to show new stockholders continued late Friday when it filed reply to oppositions filed earlier in week by Broadcast Bureau and KGW Portland, Ore. (see story page 69). KOIN is seeking permission to amend its application for TV, now engaged in Portland, Ore., hearings, to show withdrawal of Ralph Stolkin, Edward Burke Jr., and Sherrill C. Corwin, 43.5% stockholders. In its reply, KOIN said Broadcast Bureau's opposition is in conflict with FCC's policy regarding newspaper applicants. It also called KGW's arguments "irrelevant," said best way of determining which station is best is through hearing. KOIN also asked FCC to postpone resumption of Ch. 6 proceedings, due to resume Dec. 10, to Jan. 6.

In this Issue—

Foote, Cone & Belding quits the Toni account, which has been spending $3.5 million a year in radio and television. The reason is the same that caused the agency to give up the big American Tobacco business several years ago—inability of the advertiser and agency to see eye-to-eye on campaign strategy. *Page 23.*

Who will get the FCC Chairmanship and Commissionership that are available for the GOP to fill? Best bet for chairman seems to be Comr. Hyde, but not even that is settled, and a big field is in the running for both jobs. *Page 23.*

Seven leading radio stations join to underwrite a qualitative measurement of radio. Though details of the survey are not revealed, it apparently will provide new and basic information about the medium. *Page 25.*

Labor trouble hits radio and television. Screen Actors Guild strikes commercial film producers. AFTRA negotiations for new radio-TV contracts proceed on day-to-day basis, with strike threat in background. *Page 26.*

Congress gets an earful of the problems created for broadcasters by political campaigns. Chances are that the special House committee that started out to investigate the high cost of campaigning may wind up recommending legislative relief in political broadcasting. *Page 27.*

Pressure mounts at FCC against merger of ABC and United Paramount Theatres. Two senators throw their weight against the merger, and DuMont files exceptions to the initial decision that proposed approval. *Page 26.*

NARTB decides to join the fight against exclusion of radio and television from public events and sports to which the press has access. *Page 29.*

How to sell the farm market—the nation's "greatest single group consumer"—is theme of annual convention of National Assn. of Radio Farm Directors. *Page 28.*

The 1952 controlled football television plan of the National Collegiate Athletic Assn. "worked satisfactorily." Who says so? The TV committee of the NCAA. *Page 67.*

Upcoming

Dec. 8-9: NARTB TV Board, Cat Cay, Florida.
Dec. 8-9: MBS Affiliate meeting, Dallas.
Dec. 12: AAAA, Southern Chapter, Capital City Club, Atlanta, Ga.
Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.
Jan. 3: 83d Congress convenes, Washington, D. C.
Jan. 5-10: National Collegiate Athletic Assn. convention, Mayflower Hotel, Washington.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

Congressional radio and television broadcasts. He so confided to folks in Paris where he is delegate to UNESCO. He favors them on special events basis, when important subjects are set for debate. Filibusters would be avoided through precise scheduling, he feels.

FCC soon will have before it illegal transfer of control case involving local station in important southwestern market. Transfer of 75% interest reported locally but without required notice and approval of FCC under Section 310 (b) of Communications Act.

SAM JONES, former Washington newsman and for past several years commentator on KOY Phoenix and other Arizona stations, reportedly in negotiation with national network interested in his uncanny election predictions, both in 1950 and in recent Presidential campaign. In 1950 he predicted defeat of Tydings, Lucas and Thomas, and big victory for Taft. This year, minimum of 27 states with 317 electoral votes for Gen. Ike, plus probability that he would carry others in North and at least two in solid South.

FCC STAFF late last week was close to completion of processing on several priority Group D television applications—those of existing stations for improvement of present facilities—and grants may be forthcoming this week. Processing officially began Dec. 1. Actions will be handled by Broadcast Bureau to save time of Commission.

WALKER BROADCASTS

CALL for more educational activities on commercial broadcast stations was sounded by FCC Chairman Paul A. Walker in speech to fifth anniversary banquet of Empire State FM School of Air in Syracuse, N. Y., Friday night. With Washington flights cancelled due to inclement weather, Mr. Walker made his talk via broadcast over Continental FM network which was picked up off air at ballroom meeting.

Empire State FM School comprises 21 commercial FM stations in New York state which devote half-hour daily for in-school programs, heard by 750,000 elementary school pupils. Budget is $11,500 per year.

Among other addresses scheduled for Chairman Walker in next few weeks is talk to Federation of Women's Clubs in Washington today; to Southern Regional Conference on Educational TV in Atlanta Dec. 11, and to Governor's Conference on Educational TV in Sacramento, Calif., Dec. 15.

N. C. EDUCATIONAL SESSION

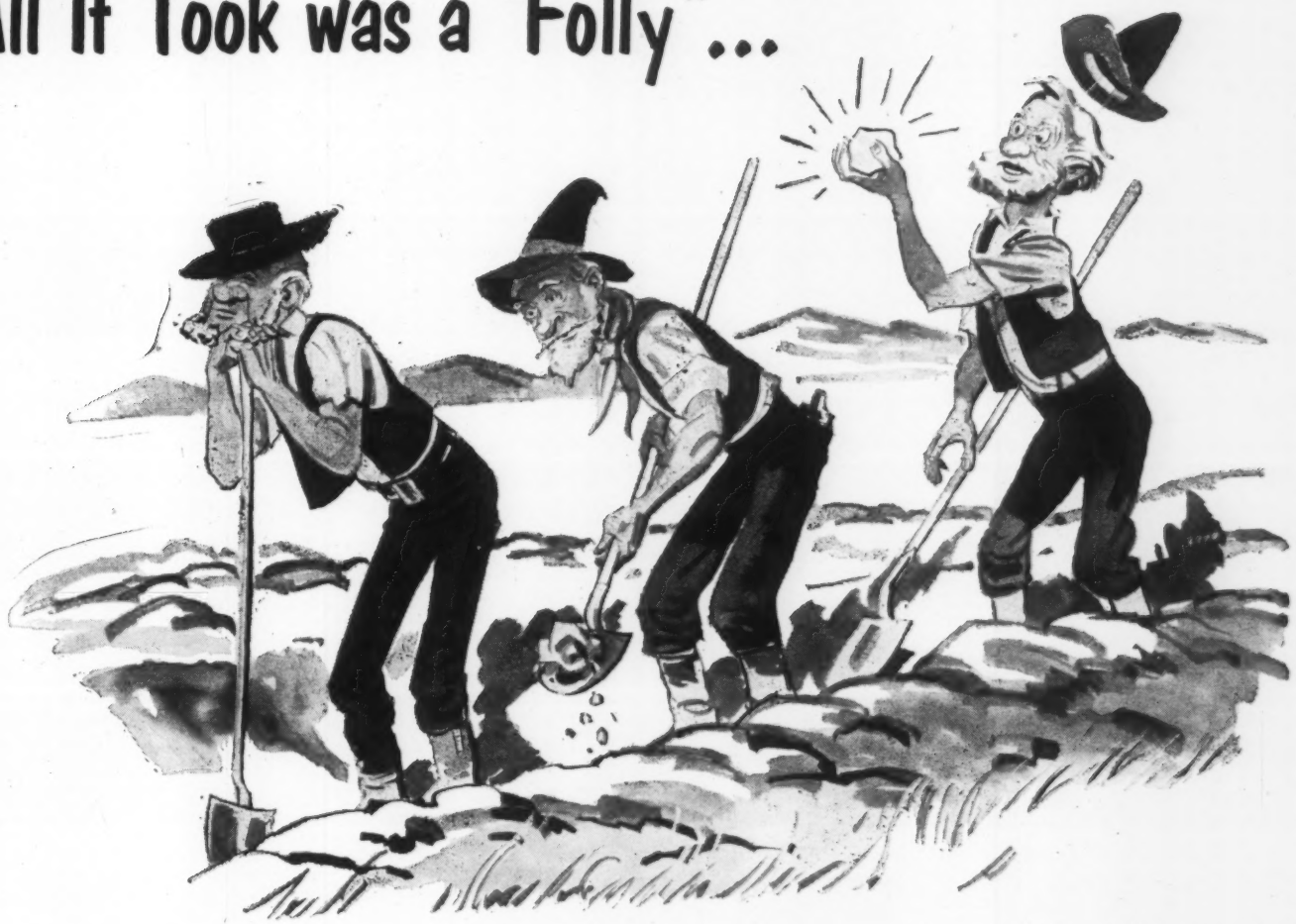
MEMBERS of North Carolina Assn. of Broadcasters have been invited to meet at Chapel Hill Dec. 15 by President Gordon Gray, Consolidated U. of North Carolina, to discuss statewide television programming of educational nature. President Gray has assured NCAB, in reply to resolution adopted by association, that university will not go into commercial television.

TRAVELERS SPONSORS

TRAVELERS Insurance Co., Hartford, for third successive year will sponsor NBC Radio's annual "Voices and Events of 1952," (Sun., 7-8 p.m. EST), featuring six network commentators. Kenneth Banghart will narrate. Agency: Young & Rubicam, N. Y.

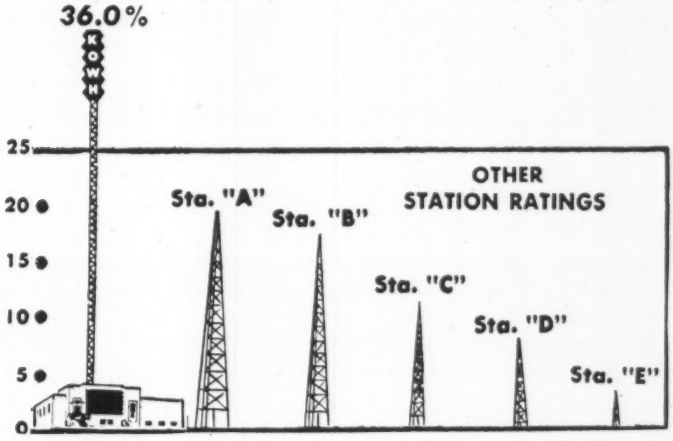
for more AT DEADLINE see page 102

All It Took was a "Folly"...



(Or so friends called Johann Sutter's decision to build a saw mill) to start the California gold rush. During the mill's construction, one of the laborers digging the mill race found a handful of glittering pebbles. When the word leaked out the pebbles were gold, the rush was on!

There may be a shortage of gold at the grass roots in the Omaha, Council Bluffs area, but there's plenty of legal tender in the hands of KOWH's big audience. Just "dig" the Hooper averaged below for the thirteen-month period from October, 1951, to October, 1952. With an audience "lode" that's loaded, KOWH always pans out!



- *Largest total audience* of any Omaha station, 8 A.M. to 6 P.M. Monday through Saturday! (Hooper, Oct., 1951, thru Oct., 1952.)
- *Largest share of audience*, in any individual time period, of any independent station in all America! (Oct., 1952.)

Kowh

OMAHA

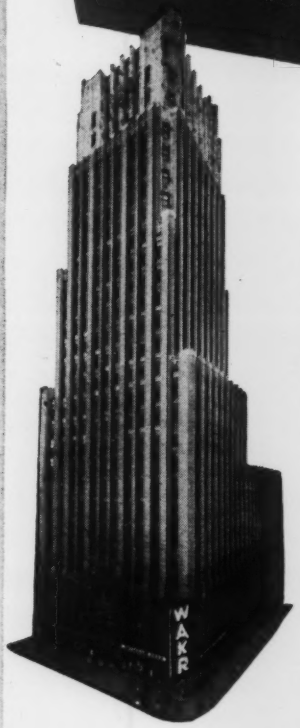
"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

AKRON'S **TOP** STATION

WAKR

TOWERS OVER AKRON



COMING!

WAKR-TV

Akron's ***FIRST*** *TV Station*

Ch. 49

© 1949, SUMMIT RADIO CORPORATION

5000 WATTS

ABC

Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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WASHINGTON HEADQUARTERS

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TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

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*Reg. U. S. Patent Office

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Our 30th Anniversary Year! 1922-1952

1912 Franklin M. Doolittle, president of WDRC and WDRC-FM, broadcasts voice transmission using carbon-arc. Broadcast heard and reported from ship in Long Island Sound.

1921 Football broadcast of Yale-Princeton game from Yale Bowl over Mr. Doolittle's amateur station 1 AGI. Probably first football broadcast.

1922 Broadcast license granted to WDRC, Connecticut's Pioneer Broadcaster.

1924 Patent for binaural broadcasting and recording granted to Mr. Doolittle. Second channel license granted WDRC for testing and broadcasting binaurally.

1930 WDRC becomes basic CBS affiliate.

1939 WDRC becomes first commercial broadcaster to build and operate FM. First broadcast May 13, 1939. Major Armstrong sets up first FM network broadcast without wires. WDRC-FM takes part.

1947 WDRC applies for TV Station.

1952 WDRC-FM offers separate programming rebroadcasting programs of WQXR and news of The New York Times. WDRC and WDRC-FM broadcast first multi-station binaural programs with WQXR.

WDRC HELPS MAKE BROADCASTING HISTORY...

30 years in broadcasting dates back to its very beginnings in 1922. WDRC is proud of the part it has played in the development of one of the country's important industries, proud too that it is still going strong with two more notable contributions in 1952 (see list). 30 years young, WDRC looks forward to an even more exciting era of service in the field of communications.

WDRC
HARTFORD 4, CONNECTICUT
AM • FM

BASIC CBS
5000 WATTS
WALTER HAASE
General Manager
WILLIAM MALO
Commercial Manager
PAUL H. RAYMER CO.
National Representatives

CONNECTICUT'S PIONEER BROADCASTER

some spots are better t

For the best spot, at the right time, at the right place

than others

It takes the right approach to reach a lot of women. And the radio stations represented by NBC Spot Sales are experts in *approach.*

24 million women buy your *type* of product in the radio markets covered by NBC Spot Sales. And the way to sell them your *brand* is through such local favorites as Faye Emerson (WNBC New York), Johnny Andrews (WTAM Cleveland), Gene Archer (WRC Washington), Norman Ross (WMAQ Chicago) and Judy Deane (KNBC San Francisco). These popular personalities influence the buying habits of hundreds of thousands of housewives and working girls daily . . . for less than a dollar per thousand female listeners.

To sell a product that appeals to women, use the local daytime Radio programs women like to hear. For Radio spots with sparkling feminine appeal, call NBC Spot Sales.

representing
RADIO STATIONS:

WMAQ	*Chicago*
KNBC	*San Francisco*
WTAM	*Cleveland*
WRC	*Washington*
WNBC	*New York*

representing
TELEVISION STATIONS:

KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBK	*Cleveland*
WNBW	*Washington*

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N. Y.

Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta* *Bomar Lowrance Associates*

WDEF
CHATTANOOGA, TENNESSEE

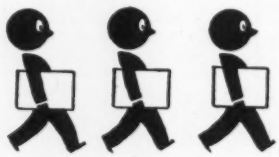
has more audience, all morning, in Chattanooga than the next two network stations combined!*

WDEF
CHATTANOOGA
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

Represented by BRANHAM



agency

FREDERICK C. BRUNS, vice president and director, Ruthrauff & Ryan, N. Y., to Donahue & Coe, N. Y., as member of executive staff.

J. R. WARWICK, vice president, Kenyon & Eckhardt, N. Y., to Morey, Humm & Johnstone, same city, as vice president and chairman of plans board.

Mr. Warwick

CARTER CORDNER to copy staff of Sherman & Marquette Inc., N. Y.

FRANK CHAPMAN WILLIAMS, art director, Foote, Cone & Belding Inc., L. A., and **BOB CODY**, copywriter, Anderson-McConnell Adv., that city, to Hixson & Jorgensen Inc., that city, in same capacities.

GEORGENA S. MELIN, free lance Hollywood fashion advisor, rejoins Abbott Kimball Co., L. A., as fashion advisor and account executive.

MARTIN M. STONE to copy staff, Dorrance & Co., N. Y.

on all accounts

LIVEWIRE in the circuit of advertising agencies which lean toward the electronic media for results, is Lester Kamin, who at 33 is president of the expanding Kamin Advertising Agency which he founded in Houston six years ago.

Started by Mr. Kamin in 1946, the agency has grown from a one-man operation to its present staff of 20, with television making up about a third of its annual billing of more than $900,000.

Video unquestionably is responsible for his organization's greatest growth, according to Mr. Kamin, who says the agency foresaw the tremendous impact of the medium long ago. It was the Kamin agency, he says, which channeled much-needed advertising revenue into television when Houston had only 3,000 sets in 1948 and other agencies were shying away from the medium.

Today Houston's lone television station (KPRC-TV) fans out to more than 180,000 sets, he says, with an aggregate audience of more than 600,000. TV's rapid growth has made the Kamin agency's name a byword in Houston's video advertising, maintains Mr. Kamin, who feels his organization's advance with television's progress supports the agency's claim as Houston's pioneer in the TV field.

"Not a day passes without a Kamin-produced television show or sponsor," he adds.

Last October the Kamin agency opened its first branch in Austin, where the first TV station in that area (KTBC-TV) has begun operation. Mr. Kamin plans a full staff there and has named one of his top account executives to head the agency's activities there.

Mr. KAMIN

Les Kamin attended Baylor U. Law School. He began his career as a radio announcer in Waco and Corpus Christi, both in Texas.

Mr. Kamin's desire to start an advertising agency came from his term in the Army, where he served in the public relations field, performing radio and newspaper work.

Leaving the Army, he went to Houston and started his own agency, and for several months vainly sought for accounts until a friend, today a radio executive, helped him gain his first account, an automobile agency.

Approximately 90% of his agency's billings during its early days was radio, until the advent of TV. Video, however, did not diminish the Kamin agency's radio billings,

beat

MARGUERITE FRANKEL named associate director of public relations, N. W. Ayer & Son, N. Y. **JO PARRISH BACON** added to agency's PR staff. **WILLIAM CROASDALE** and **LAWRENCE SWEET** to Ayer radio-TV department as timebuyer and traffic assistant, respectively. **DUANE B. ROACH** to agency's Philadelphia office on production staff.

NOEL CORBETT, head of his own public relations office, S. F., to Young & Rubicam Inc., Hollywood, to handle special campaign for daily NBC radio *Bob Hope Show.*

BASIL MATTHEWS, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhart, that city, as vice president and account executive.

Mr. Matthews

PHILIP R. CRANE, Futterman-Gerber, Chicago, to Lester Earle, same city, as account executive.

W. E. MORTON Jr. elected vice president of Russell T. Gray Inc., Chicago.

ELWOOD J. ROBINSON, head of Elwood J. Robinson & Co., L. A., named board director, Children's Home Society of Calif.

McCARTY Co. has opened Chicago offices at 20 E. Huron St. Telephone is Superior 7-1847. **HARRY L. BAUER,** manager, Barber-Coleman Co., Rockford, Ill., joins agency in same capacity.

HENRY A. LOUDON Adv., Boston, elected to membership in American Assn. of Adv. Agencies.

ERWIN A. LEVINE, William H. Weintraub Agency, to copy staff, Cecil & Presbrey Inc., N. Y.

TERRE VAN COTT, KHJ-TV Hollywood, to Arc Adv. Agency, that city, as production assistant.

CHARLES A. WINCHESTER, research department, Doherty, Clifford, Steers & Shenfield, N. Y., named account executive in agency's Bristol-Myers unit.

A. L. PAUL Adv., L. A., has changed name to **PAUL & BAUM Adv.** with new offices at 7958 Beverly Blvd. Telephone is Webster 7281. **A. L. PAUL** is owner and **MACY BAUM** account executive.

J. GORDON MANCHESTER Adv. Inc., N. Y., has opened Washington, D. C., offices at 1726 Pennsylvania Ave., N. W. Telephone is Metropolitan 8-0060.

DONAHUE & COE, N. Y., has changed telephone number to Columbus 5-2772.

which have shown an increase during the past year.

But television still holds a special fascination to Mr. Kamin: "I like the medium principally for what it has done for my clients," he says. "Every TV account we have had has, without exception, profited. And, moreover, we have never had a cancellation on TV because it didn't pay off."

The Kamin agency had one client, however, who cancelled his TV advertising because he was unequipped to handle the increased business brought by television. It was a cleaning establishment, which, from a small beginning, today has 32 sub-stations and still is growing. "Needless to add, it is back on television sponsoring a weekly 15-minute sports show," Mr. Kamin says.

Mr. Kamin's pride is a half-hour show titled *Fashions in Motion,* wholly produced, directed and written by the agency. Since its beginning two years ago it has been among Houston's top five TV shows. Its m.c., Joy Mladenka, has continually won the title as Houston's TV queen, Mr. Kamin says.

Mr. Kamin is married and the father of two children. His hobby is what he calls a "mediocre game" of golf.

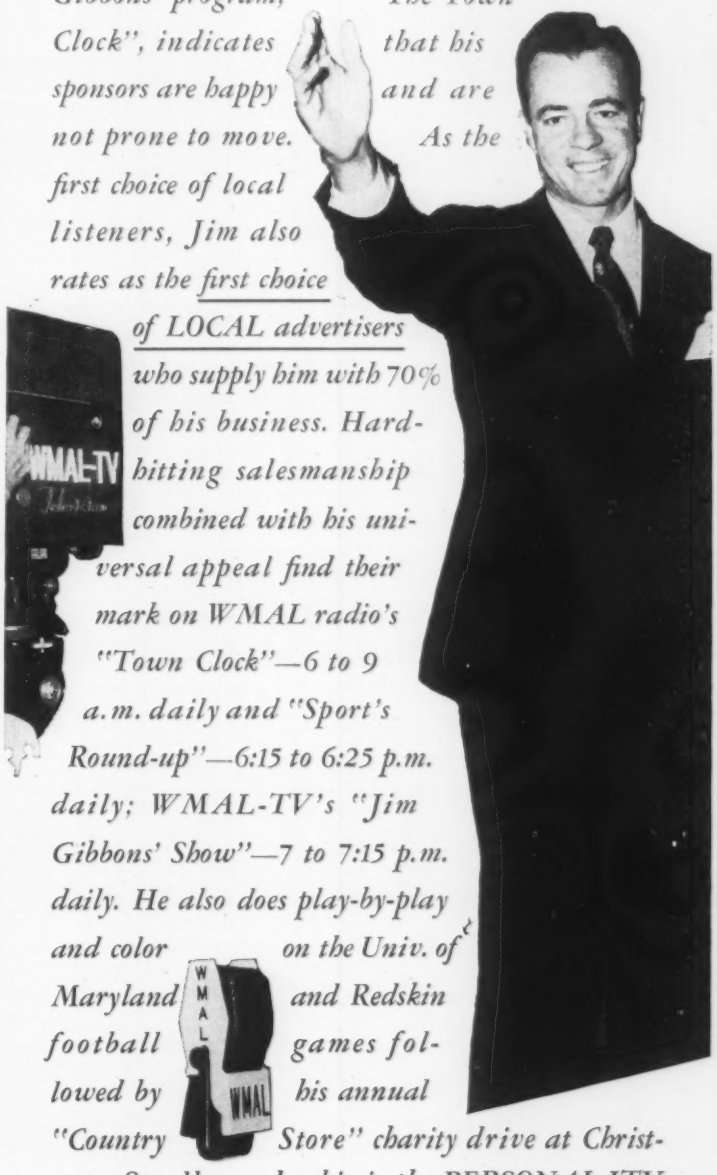
His TV philosophy: "Don't be afraid of television. Utilize it properly, acknowledge its potential and you will reap the harvest."

Why is Jim Gibbons'

PERSONAL-ITY TOUCH...

first choice of local advertisers?

That S.R.O. sign frequently hung on Jim Gibbons' program, "The Town Clock", indicates that his sponsors are happy and are not prone to move. As the first choice of local listeners, Jim also rates as the first choice of LOCAL advertisers who supply him with 70% of his business. Hard-hitting salesmanship combined with his universal appeal find their mark on WMAL radio's "Town Clock"—6 to 9 a.m. daily and "Sport's Round-up"—6:15 to 6:25 p.m. daily; WMAL-TV's "Jim Gibbons' Show"—7 to 7:15 p.m. daily. He also does play-by-play and color on the Univ. of Maryland and Redskin football games followed by his annual "Country Store" charity drive at Christmas. Small wonder his is the PERSONAL-ITY TOUCH that is the "Midas Touch" for SALES! Of course, that S.R.O. sign isn't always up so why not check today!



Call or Wire
The KATZ AGENCY Inc., N. Y. PLaza 9-4460
or WMAL Sales Department Kellog 7-1100

WMAL AM FM TV

THE EVENING STAR STATION IN WASHINGTON, D. C.

OVER
1,000,000
PER DAY

WRC audience surveys mean something more than passive listeners. Daily and Sunday "circulation" is also measured in terms of results over the counter for advertisers.

Morning, noon and night, Washington area people tune to the continuing editions of WRC-NBC. Combined total listening goes well over nine digits . . . a tremendous audience for your commercial message.

The entire WRC schedule represents a range of programming to fit any sales requirement.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC NBC

980 KC • 93.9 FM
Represented by NBC Spot Sales

feature of the week

POWER of radio in general and of KXOK St. Louis in particular was aptly expressed in a mail response of 114,032 cards, letters and ballots during one week of the station's popularity contest for high school football players.

Cause of the excitement in the St. Louis area and nearby southern Illinois is the station's "Prep Player of the Week" contest on its 6-6:15 p.m. *Sports Gallery*, conducted Monday through Saturday by France Laux, sports director. Total mail count for the high school football season is 214,609.

The 114,032 mail-pieces payoff came during the 10th week of the 11-week contest, now in its second year. The promotion contest is repeated during the basketball season.

Details of the contest and daily progress reports are aired on *Sports Gallery* by Mr. Laux. Listeners send in votes for their favorite player via signed cards, letters and ballots, with each contest running from Sunday through Saturday. KXOK reports some ardent schools which organize their entire student bodies to vote for one candidate.

Winners all receive certificates at a special banquet in their honor

KXOK Sports Director Laux looks over part of the deluge of mailed votes representing listener-response to station's football contest.

* * *

at the close of the season which is attended by players, their fathers, coaches and school principals. At the KXOK banquet a committee of local high school officials name from weekly winners a "Prep Player of the Year," who receives a citation, while his school receives a trophy.

KXOK reports leading educators in the area have endorsed the contest and praised the station for its part in promoting sportsmanship and school spirit.

strictly business

Mr. BEHREND

. . . two main ingredients

MORRIS D. BEHREND, vice president and general manager of Sarra Inc., New York and Chicago, pins his faith on two main ingredients in a TV film commercial—they being high quality and visual selling.

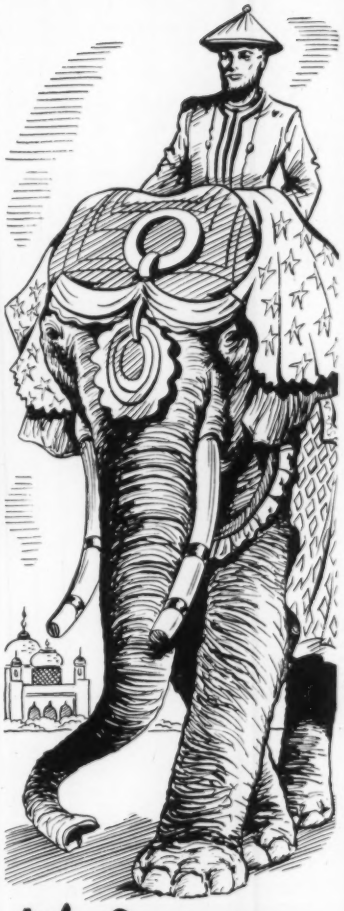
Though he confesses it is not an easy task to attain these goals, he referred to the following pithy observation by his boss, Valentino Sarra, the famed photographer, to pinpoint his attitude:

"Those art pictures for art's sake are the easiest thing in the world to do. But to take a television set, and father and mother smiling at little girl and dog coming out of television set, and little girl trying to give television dog a dog biscuit for slogan, 'G. E. Makes You Feel It's Real,' and have it come out like anything anybody wants to look at—that is really a tough job."

How well Mr. Behrend and Sarra have succeeded is clearly pictured in the firm's business graph which plots a 100% upswing since 1945 when Sarra took the plunge into TV film commercial-making. Mr. Behrend estimated this phase of the business accounted for 35% of gross income.

Some of the accounts that Sarra handles include Pabst Beer, Gerber

(Continued on page 44)



It's Coverage that Counts!

In the days of the great Kublai Khan whose Mongol Empire stretched from the Arctic Sea to the Indian Ocean and from the shores of the Pacific to central Europe, there lived Marco Polo . . . one of the world's most fabulous travelers . . . a man who knew the value of coverage.

From every part of the Mongol Empire, he brought home treasures and knowledge that even today are yet untapped sources of human and commercial progress.

And so it is like buying time on WBRE . . . we have the coverage that counts in this Industrial and Mining area, and every day untapped sales sources are discovered by those whom we serve.

Headley-Reed, Representatives

WBRE
WILKES-BARRE PENNSYLVANIA
AM-FM NBC AFFILIATE

SHOOTING FROM THE LIP...

WBOK USES THESE 6 SHOOTERS

"OKEY DOKEY"

The South's No. 1 rhythm and blues disc jockey. His frantic lingo and jive talk captures the 250,000 New Orleans Negro audience and sells 'em.

"HONEYBOY" HARDY

South's premiere Gospel and Spiritual DJ. His program has high appeal to the Negro women. Biggest mail pull on station.

"GRAN'PAPPY" DAVIS

A two voiced country character that has a large following in the nearby rural areas.

ED "CORNPONE" BISHOP

This hillbilly character specializes in a modern approach to folk music which has built him a tremendous following.

ED PRENDERGAST

His "Man from Mars" and "Man About Town" shows have the biggest "pop" music audience in town.

BOB HASSELMAN

The man with the soft spoken voice that catches the moneyed audience with special events, news and religious programs.

GETS *RESULTS* IN NEW ORLEANS

It's not just mouth music but actual hard hitting, well planned audience holding . . . and audience selling that WBOK does. Time after time the advertisers have been in ecstasy about our results. Time after time they have renewed . . . such actions speak more than all the talk.

WBOK SELLS AND SELLS AGAIN!

Retailers, food sellers, appliance dealers, automobile dealers all have a record of success on WBOK. It is a record proven by the fact that until Christmas WBOK has no more time available.

BUY NOW FOR SPRING CAMPAIGNS

You can get the select time and availabilities now in the high rated periods that will do the job for you. Now is the time to select your hard punching, audience interested spots and program times . . . soon it will be too late if you delay. Buy Now!

WBOK

DIAL 800 IN NEW ORLEANS

Forjoe & Co., Nat'l. Representatives—Stanley W. Ray, Jr., Gen. Mgr.

Operation Combo IN THE MINNEAPOLIS

Log of the Northwest's Election Night over RADIO WCCO TV

Over 70 of the technical and broadcasting staff of WCCO-RADIO and TV—combined to make their OPERATION COMBO an election night scoop in the Northwest. Headquarters were set up in the ballroom of Minneapolis Hotel Nicollet. Candidates of both parties were present. Follows the log which summarizes election coverage by the station's TWO staffs:

SEPT. 2 Operation Combo conceived to give Northwest its biggest, best and fastest election coverage.

SEPT. 15 Preliminary work begun: arrangements initiated for sets, engineering, lighting, teletypes, etc.

NOV. 4
5 PM 70 people from the 2 staffs of WCCO stage dry run of proceedings.

6 PM WCCO dinner served for 600 Business and Professional leaders. First early returns telecast and broadcast.

7:15 PM Election Preview—statements from state chairmen, candidates of both parties.

9 PM Dinner over. Doors opened to general public.

* *Every half hour Northwest returns dramatized by team of top flite newscasters including Adams, McCuen, Johnson, DeHaven, Ziebarth and McPherson.

10:30 PM Roger Kennedy—Democratic candidate for congress—first to "concede" at WCCO microphone.

NOV. 5
1-2 AM List of notables who faced WCCO cameras and mikes to concede or thank voters:
Senator Hubert Humphrey; Karl Rolvaag—DFL chairman; Congressman Eugene McCarthy; Governor C. Elmer Anderson; Senator Edward Thye; Congressman Walter Judd; Lieutenant Governor Ancher Nelson; P. Kenneth Peterson—state Republican chairman, and Bradshaw Mintener, chairman of Minnesotans for Eisenhower. (Mintener was one of the group who "sold" Ike the Big Idea in Paris over a year ago.)

NOV. 5
3 AM Cedric Adams, dean of WCCO newscasters, climaxed the night with his traditional election sign-off.

ST. PAUL MARKET

Radio 830 KC **WCCO** CBS MINNEAPOLIS, MINNESOTA TV Channel 4

Your BILLION DOLLAR PRESENT FROM "SANTA CLAUS"!

- That generous old gent, Santa Claus, brings presents to most people only *once* a year. But down in New Orleans, WDSU is in the position of being "Santa Claus" all year long (366 days this annum)! The reason . . . is the "gift" that WDSU delivers — worth one BILLION dollars!

- Yes . . . the "Billion Dollar New Orleans Market" *is* WDSU's gift to alert and aggressive advertisers. In addition to a rich metropolitan area, the powerful and persuasive voice of WDSU thoroughly saturates the surrounding trade territory of 17 parishes (otherwise known as counties). This "present" contains over one million persons whose retail buying habits account for the spending of more than one billion dollars annually!

- If your sales picture has been "bad" . . . why not do as so many other "good" boys (and girls) have done. Write a letter to "Santa Claus"—WDSU that is—and let us tell you all about the wonderful "present" we have for your *future!*

- Write, Wire or Phone Your JOHN BLAIR Man!

AM TV FM
WDSU
NEW ORLEANS
CBS

new business

Spot • • •

E. T. BROWNE DRUG Co., N. Y., preparing radio spot campaign for Palmer skin soap to start in January in 30 large Negro markets. Agency: Herschel Z. Deutsch & Co., N. Y.

Network • • •

PHILCO Corp., Phila., renewing sponsorship of daily 9:45-10 a.m. portion of Don McNeill's *Breakfast Club*, Mon.-Fri., 9-10 a.m. EST on ABC radio for 52 weeks, effective Dec. 29. Agency: Hutchens Agency, Chicago.

SWANK Inc. (men's jewelry and leather accessories), N. Y., sponsoring *Steve Randall* on DuMont TV Network, Fri., 8-8:30 p.m. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., N. Y.

DURKEE FAMOUS FOODS, Chicago (margarine and coconut), sponsoring *When a Girl Marries* and *Don Gardiner News* on ABC from Dec. 1, Mon., Wed. and Fri. for 52 weeks. Agency: Leo Burnett, same city.

CREAM OF WHEAT Corp. to sponsor *Grand Central Station* on CBS Radio, Sat., 11:05-11:30 a.m., effective Dec. 13. Agency: BBDO, N. Y.

REMINGTON RAND Inc., N. Y. (Electric Shavers Div.), participating in sponsorship of *Omnibus*, CBS-TV, Sun., 4:30-6 p.m. EST for a four-week period. Agency: Leeford Agency, N. Y.

AMERICAN SAFETY RAZOR Corp., Brooklyn, sponsoring *Frank Goss and the News* on 15 CPRN stations, Tues., Thurs., Sat., 7:30-7:45 a.m. PST, for 52 weeks from Dec. 2. Agency: McCann-Erickson, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron, renewing *The Greatest Story Ever Told* on ABC radio, Sun., 5:30-6 p.m. EST, for 52 weeks, effective Jan. 4. Agency: Kudner Inc., N. Y.

SYLVANIA ELECTRIC PRODUCTS Inc.'s Radio and Television Div. to start sponsorship of 15-minute segment of *The Shadow* on Mutual, Sun., 5-5:30 p.m. EST on Jan. 4. Other quarter-hour period is sponsored by Wildroot Products. Agency for Sylvania: Roy S. Durstine Inc., N. Y.

Agency Appointments • • •

HARRISON CONSTRUCTION Co., Pittsburgh, Pa., appoints Wasser, Kay & Phillips Inc., same city.

IRVING BERMAN, L. A. (men's clothier), and **RABUZZI MOTORS**, Culver City (M.G. dealers), appoint J. E. Coyle Adv., L. A. Radio-TV will be used.

BISSELL CARPET SWEEPER Co., Grand Rapids, Mich., appoints N. W. Ayer & Son, Chicago, effective June 1, 1953. Account executive will be **F. M. TUTON.**

B-B PEN Co., Hollywood (B-B Rollright pen), appoints Roy S. Durstine Inc., L. A. **ROBERT NOURSE** is account executive. Pre-Christmas TV spot announcement campaign is scheduled in Seattle, San Francisco, Denver and Los Angeles.

SALLY SHOPS OF CALIFORNIA, L. A. (fashion chain), appoints Holzer Co., Hollywood. **FRED EGGERS** and **JOHN BAINBRIDGE** are account executives. Radio-TV will be used.

JELL-WELL DESSERT Co., L. A. (Safeway subsidiary, Edwards Food Co.), appoints Erwin, Wasey & Co., that city.

Adpeople • • •

JOHN A. BURNS, radio-TV advertising manager, Swift & Co., appointed advertising manager of Pan-American Coffee Bureau, N. Y.

S. L. DALRYMPLE, regional sales manager in L. A., A. Schilling & Co., S. F. (coffee, tea, spices), elected to board of directors.

J. E. POTTS, advertising manager of Lever Bros. Ltd., Toronto, named advertising manager of Pepsodent Co. of Canada Ltd., same city, succeeded by **R. G. SPENCE.**

"I ought to be able to figure this out!"

Kentucky isn't like a lot of the other 47 States. Here, a tremendous part of our total buying power is crowded into a relatively small market. 55.3% of Kentucky's retail sales are made in WAVE's daytime area — and you need *several* other stations to get the remaining 44.7%.

WAVE's low "regional-station" rates permit you to buy the golden part of Kentucky (plus an important hunk of Southern Indiana, with another quarter billion dollars in effective buying income) *at lowest cost per potential good customer.*

Well, those are the facts. We bet you've already figured your conclusions!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

This is Miss Wilson

This is what she says

"The Sheffield Federal Savings and Loan Association (of which Miss Sarah Wilson is executive vice-president) *has long sponsored Fulton Lewis, Jr. on WLAY* (Sheffield, Ala.) *He reaches people who sooner or later are in the market for our type of service. We believe that the clear cut explanations which Mr. Lewis has for his views (which we do not always agree with) let the average person make his own decisions. He reaches the audience we need to reach—consistently. He deserves the vast following he has in the Muscle Shoals area. He is doing a good job for us."*

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers (among them 60 savings institutions and banks), the program offers a tested means of reaching customers and prospects. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

open mike

Distance Record?

EDITOR:

While reading BROADCASTING • TELECASTING of Nov. 24 I chanced upon the letter from Mr. Frank Riordan, commercial manager of WGBS Miami, Fla., regarding their record reception report from Baffo Bay, Liberia, West Africa.

That was over 5,000 miles from the WGBS transmitter, but here is another distant reception record.

On Jan. 27, 1951, from 2 a.m. until 3:06 a.m. the writer ran a test program during the experimental period. Several days later WBKV received an airmail letter from Arthur T. Cushen, 212 Earn St., Invercargill, New Zealand, with a perfect logging of station identification and musical selections from 2:56 a.m. until the sign-off at 3:06 a.m. I quote from Mr. Cushen's letter: "The above covers the conclusion of your test broadcast on 1470 kc as received here in Invercargill, at the southernmost tip of New Zealand and some 8,000 miles from your transmitter." . . .

WBKV is a 500 w daytime station. . . .

Paul J. Ripple
Secretary
WBKV West Bend, Wis.

* * *

Homework

EDITOR:

I am enclosing a letter we received, and I think that you will chuckle as you read it. . . . Every one of us across the country who is in the process of putting a TV station together would have to laugh as he read what this girl casually requests in her letter. If she knew the years of work and the daily effort of management and its staff that goes into the development of a TV property, she would be appalled with the assignment her professor has given and which she frankly admits is "an individual project of some magnitude."

We are working so hard on WEEK-TV for our Jan. 1 starting date that the reading of this letter led to sort of hysterical laughter which comes when you are near the breaking point. . . .

Fred C. Mueller
General Manager
WEEK Peoria

[EDITOR'S NOTE: The letter was from a student at a midwestern university who had been assigned, in a graduate course, "to set up a television station in any area which has recently received a franchise, design the physical plant in its entirety, establish personnel and budgets, then program this station for an entire week using local merchants as sponsors." She asked WEEK for information that would help her in the project.]

Cheer the Cheerleader

EDITOR:

. . . Since this is All American football selection time across the nation, I would like to make a nomination for an All American Cheerleader to go along with the All American team.

Miss America [Neva Jane Langley] appeared as official sponsor for three of U. of Georgia's biggest games this fall, Pennsylvania, Auburn and Florida. As a Georgia cheerleader, she got more out of the crowds than a legion of other cheerleaders.

The picture was made at the Georgia-Auburn game during inter-

mission when Miss America took part in the station's half-time broadcast festivities.

. . . We have nominated Miss Langley as the nation's All American Cheerleader, and sincerely hope you'll second the motion.

Ed Thilenius
Sports Director
U. of Georgia Football Network
Athens, Ga.

[EDITOR'S NOTE: We'll second it as soon as we catch our breath.]

* * *

Wanted: Criticism

EDITOR:

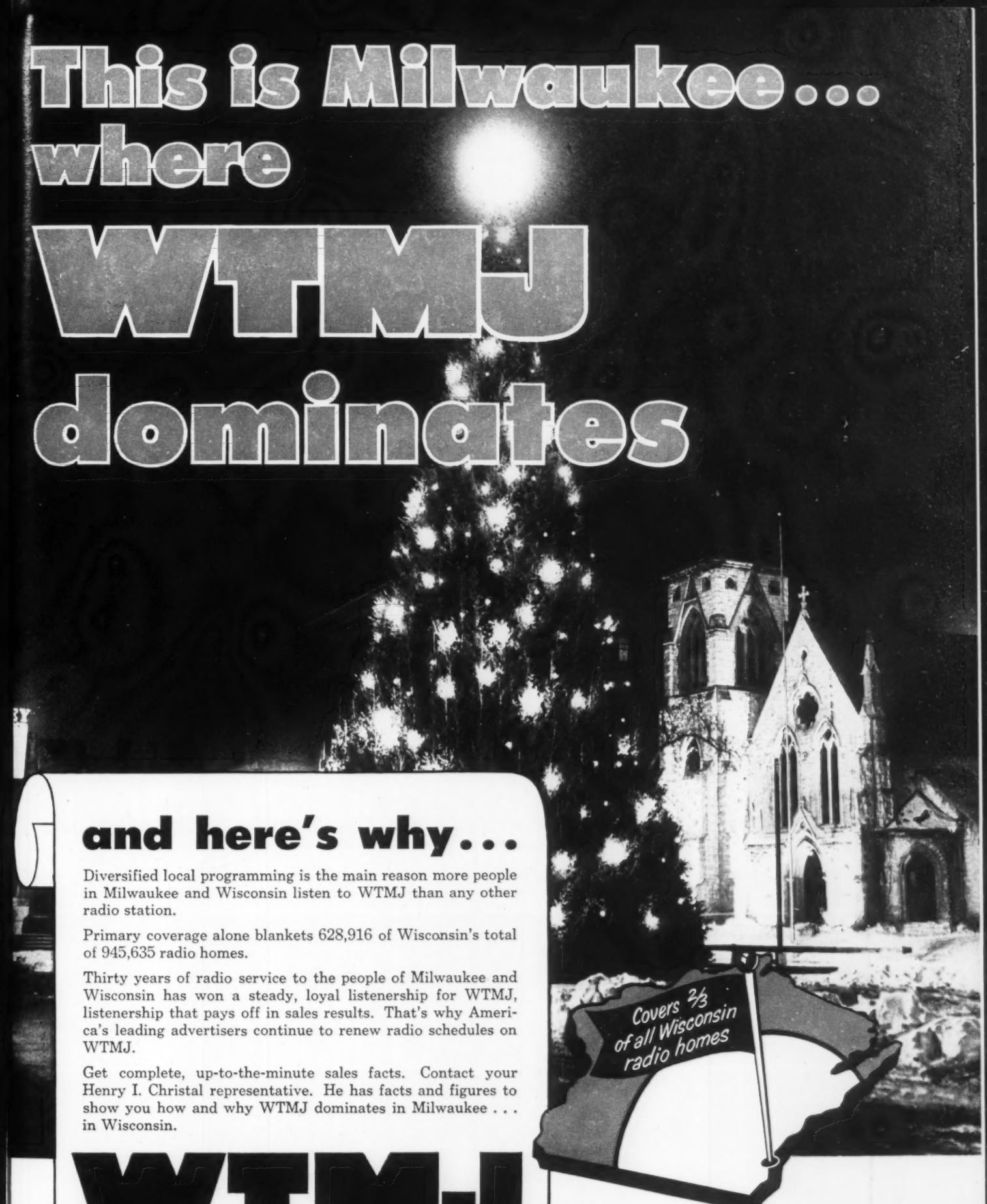
. . . It is extremely difficult for anyone to suggest any improvement in BROADCASTING • TELECASTING in view of the fine magazine that it is. . . . There are some of us in government service who are always anxious to learn of any constructive criticisms by members of the general public or by others as to the propriety of the actions we do or do not take, so that our actions can be improved. . . .

Eugene H. Merrill
FCC Commissioner
Washington, D. C.

XUM

XUM

This is Milwaukee... where WTMJ dominates



and here's why...

Diversified local programming is the main reason more people in Milwaukee and Wisconsin listen to WTMJ than any other radio station.

Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

Thirty years of radio service to the people of Milwaukee and Wisconsin has won a steady, loyal listenership for WTMJ, listenership that pays off in sales results. That's why America's leading advertisers continue to renew radio schedules on WTMJ.

Get complete, up-to-the-minute sales facts. Contact your Henry I. Christal representative. He has facts and figures to show you how and why WTMJ dominates in Milwaukee . . . in Wisconsin.

WTMJ

THE MILWAUKEE JOURNAL RADIO STATION

5,000 WATTS • 620 KC • NBC

Represented by

THE HENRY I. CHRISTAL CO.

New York • Chicago

XUM

Like little girls go for dolls

Baltimore merchants go for WITH like little girls go for dolls. They love the quick, profitable results they get from this low-cost station. At low, *low* rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means *low cost results!* And that's why WITH *carries the advertising of twice as many local folks as any other station in town!*

So take a tip from these smart advertisers. Put WITH on *your* schedule. WITH can produce low-cost results for *you*, too! Get the whole story from your Forjoe man today!

IN BALTIMORE **WITH**

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

BROADCASTING

Vol. 43, No. 23 DECEMBER 8, 1952

FCC CHAIR UNDER THE GOP

Hyde Tops List of Prospects

AFTER 20 years of political famine, Republican king-makers are on a rampage, with the field of communications no exception.

Who will be the next chairman of the FCC? Who will get the nod on the two definitely upcoming vacancies, to swing the balance from Democratic to Republican? Those are the key questions.

The answers aren't yet in clear focus. But there appears to be little disagreement, at this writing, that the popular and logical choice for chairman is Rosel H. Hyde, Idaho Republican, and career lawyer who rose from the ranks of the old FCC. Mr. Hyde is making no statements and doing no campaigning. He is vice chairman now. As chairman, he would succeed Paul A. Walker, Oklahoma Democrat, who is slated to leave either after the Eisenhower inauguration Jan. 20 or when his present term expires June 30.

The other upcoming vacancy is that of Eugene H. Merrill, Utah Democrat, who assumed office under an interim appointment last Oct. 14. His acceptance of this appointment was regarded as a strict gamble on a Democratic victory. Even if President Truman should nominate him for the unexpired portion of the term of former Comr. Robert F. Jones, which runs until 1954, the Senate hardly would consider it, awaiting the incoming GOP organization.

Others in Running

There are others in the running for the chairmanship, however. Cropping up repeatedly is the name of former Comr. Jones, and it is known that he has been contacted. But it is felt that he would not allow himself to be endorsed by his Ohio delegation, or otherwise stand in the way of Fred Palmer, radio consultant, and former station manager (KOY Phoenix) who is an active candidate for one of the vacancies. Mr. Jones resigned to join the law firm of Scharfeld, Jones & Baron, and is reportedly very happy in his association.

Lewis Allen Weiss, former Mutual Board chairman and veteran West Coast broadcaster, is understood to have the active support of both Vice President-elect Richard Nixon and Sen. William F. Knowland (R-Calif.) for an FCC appointment. He is avowedly a candidate for the chairmanship. His candidacy is premised upon the need of having a "practical broadcaster" and business man on the FCC. He directed the destinies of Don Lee for many years, and he served for 14 months as assistant administrator of National Production Authority and director of the DPA Office of Civilian Requirements. He resigned last March. He is well rooted in California Republican politics, as is his wife, who headed the women's unit in Los Angeles.

Likely Prospects

Here are some of the names being talked about for the FCC vacancies:

Theodore C. Streibert, former president and directing head of WOR-AM-TV, who recently announced his plan to retire from the presidency of General Telecasting System, subsidiary of General Tire's General Teleradio, but has not disclosed his new activities. He is not an active candidate, but is being espoused for the FCC by friends who have a high regard for his administrative prowess and his background in business and economics.

Roland C. Davies, editor of *Telecommunications Reports*, Washington newsletter service specializing in communications. Mr. Davies has a wide experience in following the news of domestic and international communications and, since the war, of mobile radio as well. In his early fifties, he established the news service in 1934, after a successful career as a newspaper correspondent and as Washington manager of Lord, Thomas & Logan, predecessor of Foote, Cone & Belding. He is being actively supported by those primarily interested in common carriers, on the theory that the FCC should have an expert in that field, notably in view of the imminent departure of Chairman Walker, whose experience was in the utility field.

Mary Jane Morris, FCC attorney in the office of General Counsel Benedict P. Cottone. A native of Michigan, Miss Morris was active in GOP politics during the campaign, and in 1948 was associated with the Speakers' Bureau. An active campaigner for the position, she has enlisted the support of a number of Washington legal practitioners.

Thad H. Brown Jr., manager of television operations and counsel to the TV Board of NARTB. He reportedly has been urged to seek one of the two upcoming vacancies. The son of the late Thad Brown, who served as general counsel and then as a member of the Federal Radio Commission (1932-34) and the FCC (1934-1940), young Thad's appointment would mark the first time that a second generation would have served on a radio regulatory body. His mother, Mrs. Howard Coffin, is prominently identified

(Continued on page 32)

TONI ACCOUNT

FC&B Drops $5.5 Million Billing

IN A SURPRISE move, Foote, Cone & Belding last week resigned its $5.5 million Toni Co. account, effective at a date not yet set.

It was the second time in less than five years that FC&B resigned a multi-million dollar account because of "differences of opinion." In April 1948 the $12 million advertising budget of American Tobacco Co. was dropped by the agency.

It was understood that negotiations are underway for the lucrative Toni account to be split between two agencies which already handle a portion of the company's estimated $7 million overall advertising budget: Weiss & Geller, Chicago and New York, and Tatham-Laird, Chicago.

Well over $3.5 million of Toni's advertising appropriation goes into radio and television, it was estimated.

In an inter-office memo, Fairfax Cone, president of the agency, explained that the move took place after months of consideration. He noted that differences of opinion consistently ended in compromise which he said was bad for both the client and the agency.

Mr. Cone told BROADCASTING • TELECASTING that the effective date of resignation has not yet been decided but since the firm was currently in the middle of spring plans the agency would probably continue to service the account for several more months. Products handled for Toni by FC&B are Toni home permanent, Creme shampoo, Tonette (children's set), and test products. The account is serviced by the agency's office in Chicago, where Toni is located. Account supervisors are Leo Rosenberg, a vice president of the agency, and J. S. Stolzoff.

Prom Agency

Weiss & Geller handles Prom home permanent, which co-sponsors *Fun for All* on CBS Radio (Sat., 1-1:30 p.m.) with White Rain shampoo, Toni product which is serviced by Tatham-Laird. Latter agency also placed *I've Got a Secret* on NBC-TV (Thurs., 10:30-11 p.m.) for White Rain.

FC&B placed for Toni the sponsorship of alternate-week half-hours of *Godfrey and Friends* on CBS-TV and alternate-day segments of CBS Radio's Godfrey show; *This Is Nora Drake* on CBS Radio (Mon.-Fri., 2:30-45 p.m.); quarter-hours of the Kate Smith show on NBC-TV, portions of two quarter-hours per week on ABC's *Break the Bank*, and product participations in special events broadcasts of The Gillette Co., which owns Toni.

A fourth Toni agency is Leo Burnett & Co., Chicago, which handles the advertising of Bobbi permanent.

FC&B has handled the major portion of the Toni advertising business almost from the time of Toni's formation in Minneapolis early in 1944. Original agency was J. Walter Thompson Co.; FC&B took over in 1945.

Toni's first use of radio came in 1946 with sponsorship of *Meet the Mrs.* on the CBS Pacific Network. The company's volume in that area tripled its sales in any other section. Its first national network show, *Give and Take* on CBS Radio, started in January

(Continued on page 38)

PROBE OF FCC

High on McCarthy's Agenda

INVESTIGATION of the FCC is high up on the priority agenda of the Senate Committee on Expenditures in the Executive Departments, Sen. Joseph R. McCarthy (R-Wis.) announced last week.

The committee, of which the controversial Sen. McCarthy is scheduled to become chairman, has the right to investigate any government agency for economy and efficiency.

Complaints made by a number of senators charge "incompetence, waste and favoritism," Sen. McCarthy told BROADCASTING • TELECASTING.

The junior senator from Wisconsin refused to divulge any details of the complaints, but stated that he felt the Expenditures Committee should look into any complaint made by a Senator.

"I, personally, have no opinion on the matter," Sen. McCarthy said.

He added that he would coordinate any investigation with other committees having jurisdiction and with the new GOP chairman of the FCC.

There has been some doubt expressed whether the Senate Interstate and Foreign Commerce Committee would sit idly by since it is charged with responsibility for communications matters, including radio and TV. Sen. Charles W. Tobey (R-N. H.) is scheduled to be chairman of the Senate Commerce Committee.

Sen. McCarthy said he had no intention of duplicating the work of any other committee.

Just what the Communist-hunting Sen. McCarthy is looking for was not determined. Speculation concerning Communists in the FCC was shrugged off by those who should be in a position to know. Some years ago, however, there was some talk about Reds in the FCC. There has been no such talk in recent years.

Fishing Expedition?

Some observers felt that an investigation would be in the nature of a fishing expedition.

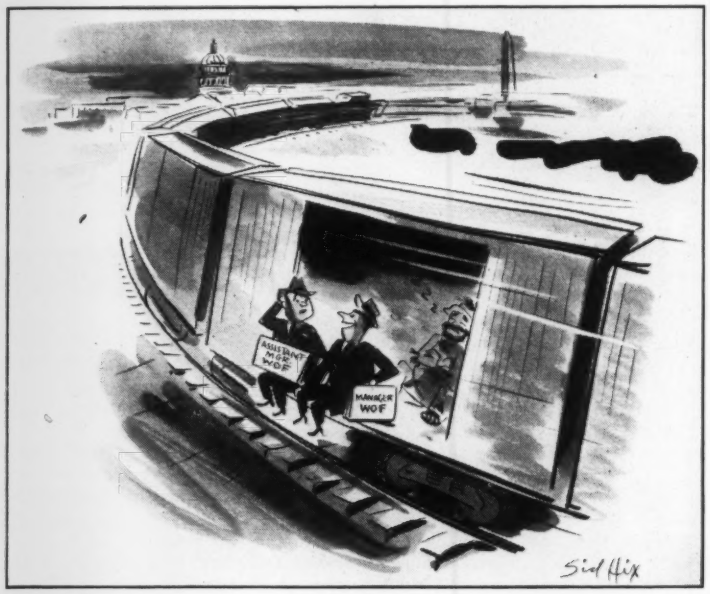
"After 20 years, there probably are some bodies buried at the Commission," was the way one Capitol Hill watcher put it.

During the Presidential campaign, Sen. McCarthy ran afoul of Edward Lamb when the latter refused to carry his anti-Stevenson broadcast on both his Columbus and his Erie TV stations. Sen. McCarthy said he understood the speech was telecast at midnight that night on a delayed basis.

Mr. Lamb is the owner of WIKK Erie, Pa., WTOD Toledo, Ohio, and WHOO Orlando, Fla., and WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa. He holds a construction permit for WMAC (TV) Massillon, Ohio, and is an applicant for TV (WHOO) in Orlando.

Earlier in the campaign, Sen. McCarthy was barred by KING-TV Seattle, where he was campaigning for the re-election of Sen. Harry Cain (R-Wash.), who was defeated. KING officials claimed that Sen. McCarthy refused to delete portions of his speech which the station claimed were libelous.

Even before the recent elections, in which Sen. McCarthy was re-elected, his seat in the Senate was under attack. Charges were brought by Sen. William Benton (D-Conn.), defeated in the November elections, aimed at ousting Sen. McCarthy from the Senate. A Senate subcommittee, headed by Sen. Thomas C. Hennings Jr. (D-Mo.) has been investigating Sen. Benton's charges.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It took 27 weeks and we didn't get the station . . . but we sure had a h—l of a hearing!"

OCT. SET OUTPUT

RTMA Gives Figures

UPWARD trend in the weekly rate of home radio set production continued in October, according to monthly figures released by Radio-Television Mfrs. Assn., covering the entire manufacturing industry. Total home radio output for the four-week month was 314,459 sets compared to 324,786 in September, a five-week work month.

Total radio production ran 772,346 sets in October compared to 865,654 in September, also representing an increase in the weekly production rate but a decline from the 1951 rate.

Output of TV sets in October rose 75% above the same month a year ago.

Home radio sets with FM facilities totaled 21,524 in October plus 3,982 TV sets with tuners for the FM band.

Sales of receiving tubes and cathode ray picture tubes increased substantially in October, according to RTMA. Receiving tube sales totaled 41,880,318 units in October compared to 34,196,286 tubes in September. In October 862,431 cathode ray picture tubes were sold to TV equipment manufacturers compared to 640,793 in September. RTMA found that 71% of tubes sold to set makers were 18 inches and larger. Ten month totals are shown at right.

	Television	Home Sets	Portables	Auto	Clock	Total Radio
January	404,933	288,723	68,433	195,147	80,152	632,455
February	409,337	312,705	72,866	267,779	106,103	759,453
March (5 weeks)	510,561	357,689	99,720	343,314	175,169	975,892
April	322,878	286,164	110,529	275,250	176,003	847,946
May	309,375	288,927	128,351	215,478	115,588	748,344
June (5 weeks)	361,152	297,669	205,186	246,909	124,489	874,253
July	198,921	203,868	81,353	95,220	61,295	441,736
August	397,769	235,728	105,006	94,315	108,753	543,802
September (5 weeks)	755,665	324,786	126,666	230,706	183,496	865,654
October	724,117	314,459	113,552	163,494	180,841	772,346
Total	4,394,708	2,910,718	1,111,662	2,127,612	1,311,889	7,461,881

Ted Bates Named

MORTON PACKING Co., Louisville, Ky. (packer of frozen meat pies), names Ted Bates & Co., New York., to handle its advertising after the first of the year.

MBS GRID SALES

Three Tilts Already Sold

MUTUAL announced last week it had lined up exclusive coverage of four season-end football games, with three to be sponsored on a network basis and the fourth being made available for sale locally by affiliates.

Miller Brewing Co., Milwaukee, will sponsor MBS coverage of the Dec. 21 game between the winners of the American and National Conferences of the National Football League. Gillette has signed for the Blue-Gray Charity Game at Montgomery, Ala., on Dec. 27 as part of its "Cavalcade Of Sports" series, and Chrysler's Plymouth Div. will sponsor coverage of the East-West All-Star Game at San Francisco following the Blue-Gray contest.

Coverage of the 'Gator Bowl game between the U. of Florida and Tulsa U. at Jacksonville, Fla., on New Year's Day will be made available to affiliates, for the third straight year, for sale to local and regional advertisers.

SHAW QUITS KLX

Milton Levy Succeeds

GLENN C. SHAW resigned last week as general manager of KLX-AM-FM Oakland, Calif., after a nine-year tenure. He will be replaced by Milton L. Levy, station advertising and sales manager. Resignation of Colonel R. Vause, assistant general manager of KLX, took place at the same time.

Mr. Shaw

Mr. Shaw submitted his resignation while meeting in Washington with the NARTB Radio Board, of which he is completing his second term as a member. Official announcement of Mr. Shaw's resignation was to come today (Monday) from J. R. Knowland Jr., KLX president. His successor, Mr. Levy, was advertising manager of KBKR Baker, Ore., before joining KLX. Mr. Shaw did not disclose future plans, but it was expected he would remain in the broadcast industry.

CBS-TV Talent Merger

INTEGRATION of the talent scouting and casting departments of the CBS Television Network under the direction of Milo Frank was announced Thursday by Hubbell Robinson Jr., CBS-TV vice president in charge of network programs. Mr. Robinson said the move means that Mr. Frank will supervise one of the largest talent development and placement organizations in show business.

NEW RADIO STUDY

Seven-Station Group Names Politz

SEVEN major stations picked up the radio research ball last week, arranging to underwrite, for the benefit of all radio, a qualitative study to provide a "fresh perspective" and pave the way for broader, continuing industry research of the same type.

A project of the sort that affiliates of NBC and CBS Radio, in particular, have urged their respective networks to undertake, especially in times of rate crisis, the study will be made by the nationally known firm of Alfred Politz Research Inc., New York, and is expected to require about three months.

First findings are slated for delivery in advance of the NARTB convention in late April.

The sponsoring stations, all affiliated with NBC or CBS Radio and all represented in the spot sales field by Henry I. Christal Co., are WBEN Buffalo, WGAR Cleveland and WJR Detroit, WDAF Kansas City, WHAS Louisville, WTMJ Milwaukee, and WGY Schenectady.

Pioneer Project

The station group, which approved final plans last week, said the study "will be concerned with the use of radio and with attitudes of the American population toward the medium," and described it as a "pioneer project for radio in a research dimension which has been used successfully by other major media."

It is "designed to provide a solid foundation of factual information on the significance and impact of radio," the stations' announcement said, and "will develop practical evidence of how radio reaches its audiences and how people react to radio."

The study will "not resemble or compete with" any existing or former measurements, "which traditionally compare one broadcasting facility or program with another," but "will contribute the more fundamental kind of knowledge that the industry needs about radio before it can properly judge what the medium is worth or what it can accomplish."

"While people talk about how radio has gone down," a spokesman said, "we think nobody has ever ascertained how good it really is."

The projected survey will concentrate on radio, not on competitive statistics. It will not try to rate radio against any other medium, or stations against each other.

It will be nation-wide in scope. But to avoid charges that it is unrealistic or prepared under circumstances most favorable to radio, it will be limited to areas which now are served also by television. "We are going to survey radio where its competition is toughest," one spokesman asserted.

The two primary objectives were defined as follows:

"1. To provide broadcasters, advertisers, and agencies with a fresh perspective on the medium, its inherent values and characteristics.

"2. To chart a course of future research that the industry might profitably undertake on a broader scale, in greater detail, and on a continuing basis."

The stations made clear that the study is for the interests of all of radio and will not produce data of special benefit to the sponsors. All findings will be made available to other radio stations and to the networks, as well as to advertisers and agencies.

The station group did not refer to network plans, or lack of plans, to comply with NBC and CBS affiliates' past urgings that research of this nature be undertaken by the networks. But the seven stations' decision to underwrite the study themselves seemed clear indication of impatience with the networks' attitudes or their disagreement with network thinking on the subject.

Perhaps significantly, in this respect, the managements of three of the seven stations in the sponsoring group are represented on CBS Radio's Research Committee: President John Patt of the Goodwill Stations (WGAR, WJR) and Vice President and Director Victor Sholis of WHAS.

In response to affiliates' insistence, and as part of the plan involved in CBS Radio's approximately 25% cut in evening time costs last summer, that network agreed to underwrite, and participate in, "a study of the present-day status of radio listening and radio sales effectiveness" [B•T, Aug. 18].

Affiliates Resolution

In an earlier meeting with CBS Radio officials during the series of crisis sessions on rates, the affiliates passed a resolution calling upon CBS to "initiate immediately a program of sound qualitative research that will establish the real value and impact of radio broadcasting as an advertising medium, make the results thereof available to all advertisers and associated advertising groups, and abandon as a principal selling tool of radio all present purely quantitative rating systems and other research data of limited, temporary and questionable value" [B•T, July 7].

NBC affiliates went on record as favoring basic research a year ago, when NBC was trying—in vain, then—to effect a new rate formula. By a vote of 72 to 22 at their Boca Raton conventions, the stations urged the network to hold off until "present day radio values" could be researched afresh in a study which the affiliates offered to help support [B•T, Dec. 3, 1951].

The all-radio Affiliates Committee also has come out strongly in favor of basic research in radio.

The Politz firm chosen by the seven-station group to conduct the forthcoming study is widely known in the research field. Mr. Politz, credited with conceiving and applying new research measurements in other media and marketing fields, twice won the American Marketing Assn.'s leadership award for the development of techniques. He is noted for his development of the "randomness" sampling method.

While the Politz organization has been primarily active in other areas, it also has been called into the radio field on occasion.

The firm conducted a study of audience remembrance of commercials, on behalf of Edward Petry & Co., station representation firm, in 1946 and made another study for the same organization two years later. Politz also made a technical appraisal of the first BMB study.

Its current radio project is slated to get under way "at once" and will employ "the most modern techniques of probability sampling and attitude and behavior questioning," the announcement said. Field work is to be conducted during December and January. First findings, according to the present time-table, will be presented "prior to the broadcasting industry's convention in April 1953."

Mr. Politz asserted that, although the radio industry generally is not familiar with the "qualitative" approach, advertisers know its significance and have shown confidence in it.

"I am sure that advertisers and agencies will appreciate this forward-looking step on the part of the individual stations who are sponsoring the study and making the results freely available for the rest of the industry to use and build on," he said.

Asks WABC Call

ABC's request for use of the WABC call for the network's New York key outlets, WJZ-AM-FM-TV, was relayed by the FCC staff last week to the Commission for action. The call was dropped by CBS for its New York key following approval of the WCBS signature in late 1946. When the latter change was approved, it was specified that re-issue of WABC in the New York area would require approval of the Commission instead of usual staff action.

Toward Enlightened Self-Interest . . . . . AN EDITORIAL

QUALITATIVE research designed to find out more about radio and its great ability to influence people has been called for repeatedly by radio leaders, and it is gratifying that seven important stations have agreed to underwrite what is promised to be a thorough job of this kind.

Though, of course, we must withhold endorsement of a research project which as yet has been only sketchily described, we are in full accord with the spirit of leadership that motivates these seven stations and their national representatives, the Henry I. Christal Co.

As far as we know, theirs is the first tangible response to the often-expressed desire for research that would go deeper than the station *vs.* station type of measurement which radio has historically embraced and which, in the absence of other information, has sunk a knife in the medium that embraced it.

At last summer's meetings, preliminary to the rate readjustments of July, affiliates of both CBS Radio and NBC passed resolutions urging the networks to embark on qualitative surveys of radio's influence. Their belief was, and still is, that such research would show that although television may have diluted the impact of radio to some extent, radio was still a vigorous and fruitful advertising medium—and well worth its modest costs.

We have every confidence that the proposed Politz study will expose new values in radio, even though it is not intended as a comparative measurement between radio and other media. Much is wanting in the way of knowledge about what radio actually does. To the extent that the Politz study adds to that knowledge, it will perform a useful function to all radio.

The seven stations have displayed a high order of business statesmanship in pooling their resources to do the job. It is an example of enlightened self-interest that could be imitated with profit by others.

SAG, AFTRA DEADLOCKS

No Break Yet

BROADCASTING industry was steeped in labor problems last week with Screen Actors Guild declaring a strike Monday against producers of TV film commercials [B•T, Dec. 1] and American Federation of Television & Radio Artists and the networks still occupied in negotiations over radio and television contracts.

Though the AFTRA deadline originally had been set for midnight Nov. 30, and conferences over that weekend failed to effect a settlement, union and management representatives continued to meet by agreement on a day-to-day basis last week. By Thursday afternoon no definite course of action was announced by AFTRA, which said that negotiations were "still in progress."

Paramount differences are the union demand that the discharge of any staff announcer automatically be submitted to arbitration; that staff announcers be paid extra fees for commercial announcements during station breaks, and that commentators and news analysts be brought under union jurisdiction.

Though no firm agreement is reported on the wage issue, this consideration was described by a union spokesman as secondary for the moment to other demands. AFTRA was said to be demanding a 15% wage increase for TV performers and 10% for radio artists. The networks are reported to have offered 10% and 7½% increases for TV and radio, respectively. With respect to radio and TV staff announcers, the union is reportedly seeking $135 a week after one year's service with the networks countering with a $130 figure.

Separate contracts are to be written for radio and television, but a mutual agreement provides that neither settlement will be made without the other.

Meanwhile, SAG's strike against the producers reaches the end of its first week today (Monday) with no immediate break in sight in New York where 70% of TV film commercials are produced. However, settlement prospects were brighter in Hollywood where the Alliance of Television Film Producers and the Hal Roach group of companies held several meetings last week in an effort to reach an agreement on a formula for solving the TV film commercial dilemma.

Long Negotiating

SAG called the strike last Monday after several months of negotiations with the Film Producers Assn. of New York and the American Assn. of Advertising Agencies, principally over union demands for repayment to actors when film is telecast more than once. The New York meetings were set up to formulate a basic contract pattern that would have been followed by producers throughout the country.

Both union and management spokesmen in New York last Thursday said they were "sitting tight" and planned no immediate move to resolve the deadlock.

Mrs. Florence Marston, SAG's eastern representative, declared the union had made its position "perfectly clear" during the protracted negotiation sessions and contemplated no immediate effort at mediation.

John Wheeler, attorney for the New York Film Producers, said his clients are vigorously opposed to the repayment principle and for the time being will produce no TV commercial films but will rely on a backlog that has been built up over the past few months.

In Hollywood, the 20 companies involved are signatories of a recently-negotiated Guild contract covering TV entertainment film. A clause in that contract gives either the Guild or the producer the right to open negotiations on film commercials. SAG is asking the same terms as are demanded of the Film Producers Assn. of New York and the AAAA.

Should the Alliance and the Roach group work out a compromise deal with SAG, as is generally predicted in Hollywood, it could set a pattern to be followed by the New York TV Film Commercial Producers and thus end the strike.

Although major Hollywood advertising agencies believe that the strike will be long and drawnout, most present TV advertisers are unaffected by the walkout. They have a reservoir of filmed commercials on hand, plus the use of live spots on shows. Their concern, however, is on future activity.

B•T Phone Change

NEW BROADCASTING • TELECASTING telephone number in Washington, D. C., as of Dec. 6 (Saturday), is MEtropolitan 8-1022. Most Washington area telephone numbers changed to five digits that date.

FIGHTCASTS

Bayuk to Sponsor on ABC

BAYUK Cigars last week was ready to start sponsoring a Saturday night fightcast series on ABC-TV, with bouts originating at various arenas around the country. The series is slated to start Jan. 24. Bouts will be scheduled at 9 p.m.

Arrangements for the fights were made through Famous Sports Enterprises Inc., a new organization headed by Ray Arcel, well known trainer and manager. Cities in which the bouts originate will be blacked out in the TV plan.

Meanwhile, the sponsor of another fight series—Pabst—officially confirmed earlier reports that it will drop its Wednesday night fightcasts on CBS Radio, effective Dec. 17, but will expand its lineup of stations for coverage of the matches on CBS-TV.

ABC-UPT MERGER

Proposal Is Attacked

PRESSURES on the FCC against approving the merger of ABC and United Paramount Theatres began to mount last week.

Allen B. DuMont Labs. filed exceptions to the Hearing Examiner's initial decision which proposed approving the merger [B•T, Nov. 17]. Although DuMont found the decision proper regarding the finding that Paramount Pictures does not control DuMont by virtue of 25.5% stock ownership, it challenged most of the other findings in line with its opposition during the 90-day hearing [B•T, Jan. 21 et seq.].

Commission also was in receipt of a cablegram from Sen. Charles W. Tobey (R-N. H.), slated to head the radio-TV powerful Senate Interstate and Foreign Commerce Committee, expressing "shock" at the examiner's proposal that the Commission approve the merger.

Same word, "shock," was used by Sen. William Langer (R-N. D.) in a three-page letter sent to each Commissioner. Sen. Langer expressed energetic objections to the Commission's August order that the hearing examiner disregard evidence of anti-trust violations occuring more than three years prior to 1951 [B•T, Aug. 4]. The Senator is due to become chairman of the important Senate Judiciary Committee. He also has said he desires to head that committee's monopoly subcommittee.

Late last week, ABC filed a petition with the FCC to expedite the final decision. It asked that a final decision be issued as soon as possible or that, if the Commission felt oral argument was necessary, oral argument be heard quickly. It also stated that only reply planned to Broadcast Bureau's exceptions were to be submitted by DuMont and that no other party planned to file replies to exceptions.

In his initial decision, Hearing Examiner Leo Resnick okayed (1) the merger of ABC and UPT, (2) the sale of WBKB (TV) Chicago from UPT to CBS for $6 million, (3) the renewals and licenses of KTLA (TV) Los Angeles, owned by Paramount Pictures, and of WBKP and half interest in WSMB-AM-FM New Orleans, owned by UPT.

He also found that Paramount Pictures did not control DuMont Labs. through 25.5% ownership of DuMont stock. In this, Mr. Resnick reversed two previous rulings —one by the Commission and the other by a hearing examiner.

Other Objections

In addition to DuMont, FCC's Broadcast Bureau entered objections to the examiner's initial decision two weeks ago [B•T, Dec. 1].

Neither DuMont nor the Broadcast Bureau specifically demanded oral argument. Both, however, declared that they thought oral argument should be held.

Basic objection that DuMont made in its exceptions was to the Commission's August order deleting evidence in the record concerning pre-1948 anti-trust violations. It also declared that the examiner should have disregarded the Commission's order, and that since the Commission did not grant DuMont the same cut-off date, it was discriminatory in favor of Paramount Pictures and UPT.

DuMont repeated its objections to approval of the ABC-UPT merger on the grounds that it tended to monopoly, restraint of competition and that approval would be a violation of the anti-trust laws.

Replies to the two exceptions will presumably be filed by the other parties in the case—ABC, CBS, UPT and Paramount Pictures. FCC rules require replies to exceptions to be filed within 10 days of the date the exceptions were filed.

Sen. Tobey's cable to FCC Chairman Paul A. Walker was from Paris, where he is attending a UNESCO conference as a member of the U. S. delegation. It was dated Nov. 17 and read as follows:

Disturbed and shocked by trial examiner's report in Paramount-ABC merger case, particularly in view of recommendations of your own legal staff which your examiner seems to have completely ignored. I trust you and all members of Commission will give this matter long and thorough consideration before reaching a decision.

Acting Chairman Rosel H. Hyde replied on Nov. 20. Mr. Hyde said that the "hearing examiner, in preparing his initial decision, makes an independent evaluation and bases his findings and conclusions upon the testimony, pleadings and other matters of record."

He also related the steps that still remain to be taken before

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XUM

LIABILITY REMEDY

Asked of House Group

LICENSEES' ordeal in the political broadcast arena was placed forcefully before Congress last week, with FCC and industry forces uniting in a plea for remedial legislation.

Ironically, members of a special House committee had called hearings to determine what could be done to curb the "high cost of campaigning" and to study the role of broadcast media in soaring political expenditures.

But they came away, after four days of testimony, with a potent appreciation of the problems that have confronted licensees during the 1952 Presidential sweepstakes and in other years. There appeared to be strong sentiment for removing broadcasters from the "damned if you do and damned if you don't" political cauldron.

With the Commission and NARTB joining forces and amid scattered complaints from political authorities, there was evidence that the special House Campaign Expenditures Committee, headed by Rep. Hale Boggs (D-La.), would strongly recommend relief for the industry in its final report, to the submitted by Jan. 3.

Other Committees

Presumably, the more immediate and perplexing problems will fall in the laps of the Senate and House Interstate & Foreign Commerce Committees in the 83d Congress. Broadcasters may be only incidentally involved in any revision of the Federal Corrupt Practices and Hatch Acts regarding candidates. Specific limitations on radio-TV campaign expenditures appeared remote.

The campaign money picture was overshadowed during last week's hearings by considerations of censorship, libel, equal time opportunities, candidates' qualifications, political time sponsorship and other aspects—none of which is the precise concern of the Boggs group.

Appeals for revision of Sec. 315 of the Communications Act to protect broadcasters came from FCC Chairman Paul A. Walker and Ralph Hardy, NARTB government relations director.

Appearing Thursday morning before the committee, Chairman Walker asked Congress:

● To extend Sec. 315 "to at least cover authorized spokesmen for legally qualified candidates," and to exempt broadcasters from libelous statements aired by legally qualified candidates and their authorized spokesmen.

Both these proposals, Mr. Walker noted, were offered as amendments to the Communications Act by Rep. Walt Horan (R-Wash.) within the McFarland Bill. The Horan rider was passed by the House but rejected in conference.

● To clarify the Corrupt Practices Act regarding commercial sponsorship by corporations or labor unions of political broadcasts —"so that licensees and the potential sponsors . . . may know their rights."

● To spell out whether "time made available to some candidates on a sponsored program is to be classified as free time" by the Commission where no expenditure is involved on the part of the candidate or his party.

Commercial Sponsorship

Chairman Walker's comments on commercial sponsorship by corporations and free time carried undertones of certain complaints raised during the recent campaign and echoed during last week's sessions.

Mr. Hardy drove home these points:

● Radio-TV licensees are "expressely forbidden" by FCC decisions and pronouncements to edit a candidate's speech for libel: They are exposed to Commission license revocation proceedings on one hand, and to court action on the other if they permit libelous statements to be uttered.

● Equal time opportunities subject broadcasters to many predicaments, what with a potential large number of legal parties, and Sec. 315 as now interpreted exerts a restrictive force upon them.

● Political campaigns provide a "major upheaval" in the broadcast industry, dislocating program schedules with "solid block periods" of speeches that prompt listeners and viewers to switch stations. "The listening break is substantial," creating an audience problem to the industry.

● Radio-TV broadcasters took a "major role in the successful arousing of major interest and participation in the recent unprecedented vote total cast by the American people."

● Broadcast networks and stations don't prosper nearly as much from political programs as is generally supposed and their actual time charges represent only a fraction of overall program costs to candidates.

Other witnesses during the four-day sessions included Stephen A. Mitchell and Arthur E. Summerfield, chairmen of the Democratic and Republican National Committees, respectively; W. Walter Williams, chairman of the National Citizens for Eisenhower-Nixon Committee and President-elect Eisenhower's choice for Under Secretary of Commerce; Hermon Dunlap Smith, chairman of the National Volunteers for Stevenson; Reps. Clarence J. Brown (R-Ohio) and Clare Hoffman (R-Mich.) and others.

Serving on the committee, besides Rep. Boggs, are Reps. John J. Rooney (D-N.Y.), Frank M. Karsten (D-Mo.), Kenneth B. Keating (R-N. Y.) and William M. McCulloch (R-Ohio). Only Rep. Rooney did not attend the inquiry, which was based on H Res 558 authored

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COVERAGE COSTS

Some $2½ Million for CBS

COST of CBS's coverage of Democratic and Republican National conventions and elections amounted to some $2½ million, Frank Stanton, CBS president, told the December meeting of the New York State Chamber of Commerce Thursday. Mr. Stanton discussed the impact of an election year on radio and television networks.

Mr. Stanton estimated that CBS Radio and CBS-TV spent 200 hours on the air to bring the story of convention and election proceedings to the nation. He noted that research studies showed that 91.6% of families in the U. S. heard portions of convention coverage by radio or television.

Dwelling at length on the large number of persons and volume of equipment needed to provide coverage, Mr. Stanton asserted that both radio and TV played a significant role in helping the people make their decision.

He called television "the world's greatest mass medium of communications" and predicted it will be an ever-growing force in preserving democratic traditions in the U. S.: "On television," he said, "a phoney is soon trimmed down to size."

MORALS REPORT

Expected as Hearing Ends

NEXT step in the Congressional investigation of the morals of radio and TV programs is the writing of a report on the six-month-long probe by members of the seven-man House Commerce subcommittee. The report is required to be submitted before the new Congress begins its sessions Jan. 3.

* * *

MR. GAMBLE before committee. *. . . wants few legal restrictions*

General sentiment of committee members as well as Chairman Oren Harris (D-Ark.), indicates that no recommendations will be made for legislation to censor radio or TV programming. Best guesses are that the committee will emphasize the responsibility of broadcast licensees in keeping the air pure and that some sort of a suggestion might be made for the continuance of the committee in the nature of a "watch-dog" group.

The committee wound up public sessions on Friday when it heard FCC Chairman Paul A. Walker recommend legislation to license networks and to ban hard liquor advertising on radio and TV.

Mr. Walker said FCC control over networks was needed to regulate the chain broadcasters and also to protect individual stations affiliated with the networks.

The FCC Chairman also urged legislation to ban the advertising of hard liquor over the air, but said he did not mean to include beer.

Both were personal suggestions, he said.

The NARTB TV Code is not the whole answer, Mr. Walker said. It should not be accepted as a panacea for programming ills, he said, nor should it be considered the proper approach to the problem.

Chairman Walker added:

No code can, or should, relieve the subscribing stations of their individual responsibility to operate in the public interest. It is not a sufficient answer to valid criticism, in our opinion, for a station to say that it has lived up to the standards established by an industry-wide code, or that a particular course of action is not prohibited by the code. Nor can licensees rely on the adherence to the provisions of any industry code as an excuse for failing to provide positive impetus for improvement of their program standards. Codes should not, and cannot, be allowed to act as a prescription for nationwide uniformity or as the automatic touchstone for determining how individual licensees should meet the particular programming needs and objectives of their particular communities.

Mr. Walker declared he was opposed to any Government censorship and spoke of the difficulties in determining violations of the laws against obscenity, indecency and and profanity.

He said that the Commission's best method of ensuring proper programming was through its obligation to review stations' operations to see that they were in the public interest.

Rep. Arthur G. Klein (D-N.Y.) called for some regulation which would require stations to maintain scripts or recordings of all that goes over the air. He told Chairman Walker that if legislation was needed to accomplish this, the FCC should ask Congress for it.

Day before it heard Frederic R.

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FARM SAFETY awards were given by the National Safety Council to 15 AM and 3 TV stations and NBC at the National Assn. of Radio Farm Directors convention in Chicago [B•T, Dec. 1]. Present at the annual NSC luncheon in the Conrad Hilton Hotel was this group: Seated (l to r) Sam Schneider, KVOO Tulsa, retiring NARFD president; George Menard, WBKB (TV) Chicago; Ned H. Dearborn, president, National Safety Council; Judith Waller, NBC Chicago; Everett Mitchell, NBC Chicago, representing WNBK (TV) Cleveland; Frank Atwood, WTIC Hartford. Standing (l to r) Gene Waters and Colonel Scott True, WFTM Maysville, Ky.; John Chase, WHFB Benton Harbor, Mich.; Bill Hitt, WIOU Kokomo, Ind.; Herb Plambeck, WHO Des Moines; Ed Scannell, Weed & Co., Chicago, representing KRLC Lewiston, Ida.; Dix Harper, WIBC Indianapolis; Frank Reed, John E. Pearson Co., Chicago, representing WDIA Memphis; George German, WNAX Yankton; John Holmes, KLRA Little Rock; Harold Schmitz, KFEQ St. Joseph, Mo.; Raymond Wolf, KUOM Minneapolis; Howard Hass, WKAR East Lansing, Mich.; Ed Slusarczyk, WIBK Utica, N. Y. WCPO-TV Cincinnati's representative was unable to attend the presentation.

* * *

FARM MARKET

Place for Sales—NARFD Hears

THE FARM MARKET, the nation's "greatest single group consumer," offers a vast potential to advertisers because of its $40 billion-plus annual income and its 93.2% saturation by radio. The fertile field, which some advertisers have overlooked, comprises 27 million persons on six million farms. More than 30% (31.5%) of all U.S. radio homes are located in rural and farm areas.

How to sell the farm market, and why it can be sold successfully as an economic unit, were themes of the ninth annual convention of the National Assn. of Radio Farm Directors (NARFD), which took place at Chicago's Conrad Hilton Hotel Nov. 28-30. The "know-how pow wow," complete with hand-made Indian rugs, handicraft and tom-toms, was keyed in an opening luncheon address by Gail Blocki Jr., director of midwest sales for the Broadcast Advertising Bureau.

Mr. Blocki explained how radio, when aimed for the farm market, can result in success for the manufacturer, producer and processor.

The farmer, "top man on the economic totem pole" because of high land values, high crop prices, mechanization replacing manpower, high savings and low debts, probably represents the greatest and most powerful single economic group in the country, Mr. Blocki said.

The farmer and his family like radio. More than 36% of farm families own two or more sets. They buy in the same quantity or better than city-dwellers, Mr. Blocki said, with 9 in 10 owning electric washing machines, 7 in 8 owning refrigerators and 2 in 3, vacuum cleaners.

While car ownership is high (5½ million for 6 million farms), firms in this advertising category never take advantage of the potentially profitable market, Mr. Blocki said. The character of the market is two-sided, he said, with individuals buying consumer goods and the farm being equipped with industrial goods.

Discussing problems of distribution and costs, he noted the advertising consideration is where buyers live and for sales it is where they buy. According to one survey cited, although 71% of market buying is done within the market center, only 43% of buyers actually live there. Some 57% of the buyers live outside the market center, and population in these surrounding areas represents 62% of the U.S. families. Every third supermarket is located in a town of 25,000 population or less, the speaker noted.

Farmer Buying Practices

Buying habits of the farmer and city resident are similar, and in many instances the farmer is a better customer. The farmer spends every third retailing dollar in the U.S., and families in towns of less than 10,000 population buy 42% of the 18 most heavily advertised classifications, Mr. Blocki said.

He recommended use of radio to reach this market, pointing out a lack of newspaper, magazine and television circulation in these areas and the high cost to an advertiser who wants to reach a large number of persons with any medium other than radio.

Farm directors from about 180 stations met for the "know-how pow wow," conducted by Sam Schneider, KVOO Tulsa, retiring president who was given the American Farm Bureau award for the best interpretation of agriculture during the year.

Mr. Schneider, who also received a National Safety Council award for his promotion of farm safety [B•T, Dec. 1] turned over the gavel on closing day to Mal Hansen, WOW Omaha, elected president for a one-year term. Serving with Mr. Hansen are Jack Jackson, KCMO Kansas City, vice president, and Frank Atwood, WTIC Hartford, Conn., secretary-treasurer.

Other safety awards went to NBC for its *National Farm and Home Hour*, sponsored by Allis-Chalmers Mfg. Co., Milwaukee; WBKB (TV) Chicago, WCPO (TV) Cincinnati, WNBK (TV) Cleveland, KFEQ St. Joseph, Mo., KLRA Little Rock, KRLC Lewiston, Ida., KUOM St. Paul, WDIA Memphis, WFTM Maysville, Ky., WHFB Benton Harbor, Mich., WHO Des Moines, WIBC Indianapolis, WIBX Utica, WIOU Kokomo, Ind., WKAR East Lansing, Mich., WNAX Yankton and WTIC Hartford. Bob Miller, WLW Cincinnati, was emcee at the awards luncheon, sponsored by the council.

10 Resolutions Passed

Membership, which passed the 300 mark during the meetings, voted approval of 10 resolutions submitted by Merrill Langfitt, KMA Shenandoah, and his committee.

Expressing "great alarm" because of attempts to ban the free working press, radio and television from Congressional hearings and other discussions of "vital interest to the American public," NARFD went on record as opposed to "unwarranted limitations of freedom" and authorized its officers to protest violations in the association's name. The group recommended individual members discuss such actions with their congressmen.

The NARFD president was authorized to select a committee to study and revise the code of ethics, adopted in 1946, and report back at the next annual meeting. Members of the committee reported the association membership is "disturbed by the problem of a continuing flow of commercial matter from companies desiring free publicity for their products or services," and the corollary problem arising from offers of gratuities, such as free transportation to the radio farm director.

One suggested ruling forwarded was: "Never accept gratuities in lieu of paid advertising."

NARFD's theme for 1953 is "Public Relations in Agriculture." This was in line with recommendations of the public relations committee, headed by Dix Harper, WIBC Indianapolis, who petitioned members to present the story of radio "as the key to the world's fastest growing market—the rural market."

The group also will petition the new Secretary of Agriculture, to include an NARFD representative in his advisory committee on all branches of agriculture. NARFD also will suggest that several services be streamlined, and has pledged its cooperation.

Wire Copy Improvements

Improvement of wire service farm copy was suggested by a committee headed by Herb Plambeck, WHO Des Moines. Members, in various meetings with representatives of the national news services, suggested expanded coverage of national farm events, more short stories, a humorous feature daily, scheduled transmission of weather and market information on time, careful editing of "handout" material, and strengthened local and regional cooperation with RFDs.

A television report, submitted by a committee chairmanned by Sandy Saunders, WKY Oklahoma City, blueprinted for new TV stations methods of successfully telecasting farm events.

Specifics of combining general farm service information with home economics for women in the broadcast audience was outlined at a panel session by Agnes Krugh of WGN-AM-TV Chicago and Margaret McKeegan of WOI-TV Ames. They also discussed video methods. Session was moderated by Phil Alampi, WJZ New York, who with other speakers, was introduced by George Shannon, WWL New Orleans.

At the same session, methods and techniques of tape recording were discussed by Harold J. Schmitz, KFEQ St. Joseph, Mo.; Bob Crom, U. S. Dept. of Agriculture; George German, WNAX Yankton and Burnis Arnold, WHAS Louisville. Interviewing techniques were described by Maynard Speece, WCCO Minneapolis; Frank Atwood, WTIC Hartford; John McDonald, WSM Nashville; Murray

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EQUAL ACCESS PROBE

NARTB Leads All-Industry Fight

By J. FRANK BEATTY

NARTB decided last week to take definite action in the all-industry fight against efforts to freeze radio and TV out of public events and sports contests.

The combined Radio and Television Boards took the first step Wednesday by calling for an investigation into the whole problem of obtaining equal access to hearings, trials, meetings and sports with other news media. (See other board stories below and on page 36).

NARTB President Harold E. Fellows, who has been beating a path around the country to warn broadcasters of the need for action, received instructions from the board to appoint a committee representing the broadcast media.

To Probe All Angles

This committee will probe the problem from all angles, including congressional and legislative proceedings, National Collegiate Athletic Assn. football monopoly (NCAA story, page 67), local trials and civic gatherings. It will be charged with the job of finding out why radio and TV aren't treated on an equality with other news media.

President Fellows, observing he planned to name the committee in a fortnight, with all industry facets represented, said the growing tendency in several areas "to deny radio and television equal standing with other public media is, we believe, contrary to the interest of the American people. The great broadcasting media of this nation cannot live up to their obvious responsibility to serve the American public in such an atmosphere of denial and prejudice. This thing has been going on too long and is growing to dangerous proportions. We intend to do something about it."

Judge Justin Miller, NARTB board chairman, will work with the committee in examining legal angles. He said many of the denials of access to public events and sports contests "are very possibly in violation of our anti-trust laws."

An hour-long discussion by the combined boards preceded adoption of the resolution authorizing President Fellows to name an investigating committee. Several NARTB districts had protested radio-TV coverage restrictions during the summer-fall series of meetings around the nation.

One of the district actions had called for an investigation of the Marciano-Walcott fight held last fall in Philadelphia. Radio and TV were denied access to the fight, which was covered by theatre TV. The fight ban even precluded round-by-round recreation after the match was over.

Other district resolutions had proposed that NCAA's football monopoly be studied; that rules governing coverage of legislative hearings by public media be investigated; that limitations placed in coverage of baseball and other sports events be probed.

Network Support

Paul W. Morency, WTIC Hartford, and Robert D. Swezey, WDSU-TV New Orleans and NARTB Television Board chairman, drafted the joint board resolution. It was seconded by Michael R. Hanna, WHCU Ithaca, N. Y.

National networks, through representatives sitting at the board meeting, pledged to support the industry inquiry and made available the services of their sports specialists.

The committee is to examine all aspects of the problem. It will go carefully into legal implications involved in cases where radio or TV cannot gain coverage rights on a basis of equality with other media.

Even high school athletic associations are getting a professional gleam in their eyes as they contemplate the revenue possibilities of controlled radio and TV, Mr. Fellows said. He added that the outcome might be a "miniature NCAA" monopoly in the secondary school field.

Recent court decisions involving the rights of witnesses at hearings and trials have aggravated the coverage problem of the broadcast media. Last spring Speaker Sam Rayburn, of the House, slapped an outright ban on radio and TV pickups of hearings and related House proceedings.

Offsetting Speaker Rayburn's arbitrary action was the promise by Rep. Joseph W. Martin Jr. (R-Mass.), slated to be House Speaker in the new Congress, that he could not go along with the Rayburn policy. Rep. Martin contended in the CBS-TV *Man of the Week* show Nov. 16 [B•T, Nov. 24] that the decision as to radio and TV pickups of House proceedings should be left to individual committees.

Ike Trip Incident

A bright spot in the radio-TV recognition situation was the heeding by President-elect Eisenhower's staff of a radio-TV protest against the original exclusion of the two media from the Korean inspection trip [B•T, Nov. 24, Dec. 1]. After protests had been made by NARTB, National Assn. of Radio News Directors, Radio Correspondents Assn., network executives and others, the decision was amended by James C. Hagerty, the President-elect's news secretary, to carry a radio man on the trip and pick up a TV cameraman in Korea.

NARTB directors were indignant at their last meeting in June over efforts to keep radio and TV out of public events [B•T, June 16]. One of the first steps was to wage a strong fight against an effort by FCC to throw stations and networks into regulatory irons if they refused to allow program rebroadcasts by other stations. FCC later softened the rule [B•T, Nov 3], by dropping a clause requiring licensees to file reports within 10 days when they refuse to give consent for program rebroadcasts.

Text of the resolution unanimously adopted Wednesday by the

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BUSINESS ETHICS

NARTB Will Study For Stations

DEVELOPMENT of a set of business ethics "for successful radio station operation" will be undertaken by NARTB at the suggestion of broadcasters and related industry figures. This is the first formal effort to attack double-billing and rate-cutting practices.

NARTB President Harold E. Fellows was asked by the NARTB Radio Board to investigate the idea of setting up trade practices as "ethical guideposts" similar to voluntary business codes in other industries. He was directed to recommend action at a meeting of the joint NARTB boards in February.

The idea of attacking "chiseling" and other borderline business tactics by means of a voluntary set of ethics was first discussed in public by President Fellows last summer at NARTB district meetings.

At that time he said the subject might come up at the first meeting of the newly revised Standards of Practice Committee, named to overhaul the voluntary program-advertising standards adopted in 1948. This committee held its meeting Nov. 6-7 with John F. Meagher, KYSM Mankato, Minn., as chairman [B•T, Nov. 10].

One of the tough problems in the ethical situation is danger of running afoul of anti-trust laws affecting rate regulation and price-fixing. NARTB's approach is strictly from the ethical viewpoint, according to association officials.

The standards committee considered the idea in November but decided to turn it over to the Radio Board.

Attention was called in September to the fact that rate chiseling and special deals violate the standard NARTB-AAAA spot radio contract, in a statement by Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV time-buying manager of BBDO [B•T, Sept. 29].

Mr. Silvernail had voiced his views in a letter to Stanley G. Breyer, KJBS San Francisco. Mr. Breyer had urged delegates at the NARTB District 15 meeting in September to sign a memo which would assure all advertisers they are paying the same rate for the same schedule [B•T, Sept. 8].

Adoption of a "Guaranteed Rate Card Seal" was proposed in August by Todd Storz, KOWH Omaha, to curtail rate-cutting practices [B•T, Aug. 18].

Several NARTB districts adopted resolutions condemning rate chiseling, with broadcasters around the country conceding the level of rate practices is low in many areas.

NARTB President Fellows explained last week's Radio Board action this way:

Various proposals have been suggested to us by members of the association for developing standards for business practice, such as those that have been adopted by other professions and trade associations. This subject first was considered by the Radio Standards of Practice Committee at a recent meeting and was passed along to the Board of Directors for consideration. The Board has agreed that the proposal should be thoroughly explored.

I have been given the task by the board to study the proposals and recommend action at a meeting of the full association board to be held in February 1953.

The Radio Board considered several District meeting resolutions referred to it for action. One of these, adopted by Districts 1 (New England) and 4 (D. C., Va., N. C., S. C.), requested association members to subscribe to a pledge that each would abstain from any form of double billing. The resolution was referred to the president, as was a resolution adopted by District 12 (Kan., Okla.) which recommended that the present policy of rate protection, usually effective for 12 months, be reduced to a period of 180 days.

NARTB MEMBERS

AM Total Passes 1,000

AM STATION membership of NARTB has passed the 1,000-mark for the first time in several years, according to a report given the NARTB combined boards at their Wednesday meeting in Washington.

Report from the Membership Dept., headed by William T. Stubblefield, showed 78 associate members as of Nov. 30. New associates include Cinema Engineering Co., Burbank, Calif.; Standard Electronics Corp., Newark; Tower Engineering & Construction Co., Houston; Telenews Productions, New York; A. C. Nielsen Co., Chicago; H-R Representatives Inc., New York; Associated Program Service, Television, New York; Palladium Radio Productions, New York; Raytheon Mfg. Co., (too late for board consideration).

The rate of new AM member acquisitions is nearly double the number of resignations and defaults. Membership also includes nearly 400 FM stations, two networks, 97 TV stations and four TV network members, a grand total just short of the 1,600 mark.

The membership report was deemed the most encouraging received in several years.

NAME CHANGED

Newsmen Include Television

NEW NAME for the broadcast news professional association was adopted last week as National Assn. of Radio News Directors, meeting in Cleveland, decided to include TV in the title. The association is now Radio - Television News Directors Assn.

RTNDA voted to wage a continuing fight on behalf of freedom of information and radio - television access to news sources. The association was active in the move to obtain radio-TV recognition on the Korean inspection trip of President-elect Eisenhower [B•T, Dec. 1, Nov. 24] and has battled for coverage rights at sports and other public events.

Tom Eaton, WTIC Hartford, was elected RTNDA president, succeeding Jim Bormann, WCCO Minneapolis. Jim Byron, WBAP Fort Worth, was elected vice president, and Sheldon Peterson, KLZ Denver, was elected treasurer. Named to the board of directors were Dick Oberlin, WHAS Louisville; Paul White, KFMB San Diego; Harold Baker, WSM Nashville; Charles Harrison, WFIL Philadelphia; Charles R. Day, WGAR Cleveland.

The association voted to co-sponsor with Northwestern U. a radio-television news institute. Next convention will be held in Washington.

White Is Keynoter

Mr. White, who is executive editor of KFMB-AM-TV stations, was the keynote speaker at the Monday luncheon. For many years he was head of the CBS news operation. In his keynote speech he offered this five-point program:

First, more and more local news. The fastest growing large city in the world (San Diego) is still a pretty small town—but so's New York, for that matter.

Secondly, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put on a half-hour program once a week that consists of nothing but recorded interviews with townspeople and visitors. It's sponsored, too—by Butcher's Union Local No. 229.

Thirdly, don't take your press association or your network for granted. When service on a story or the writing is bad, take the time to tell them so. Always remember that no matter where the news originates you're responsible for it when it goes out on your station.

Fourthly, try to get the boss to take advantage of his FCC-given right to editorialize. Is there anything more listenable than crackling controversy?

Fifthly, do things. Don't go along this week with exactly the same schedule you had last week. Make people talk about you.

Theodore F. Koop, CBS Washington, presided at a panel on press conferences at the Tuesday evening session. Walter Ridder, Ridder newspapers Washington correspondent, contended the press conference is disappearing as a Washington news source now that radio and TV are present. There is little off-the-record material, he said.

Cassius Keller, WRC Washington, said use of the off-record designation was hardly proper. He pointed out that Tass has accredited correspondents and that the American people are deprived of news they legitimately should have.

N. R. Howard, editor of the *Cleveland News*, said newspapers and radio-TV are interdependent and all should be able to give a full, free report. He suggested newspapers write news on an adult level whereas radio and television are designed for the 12-year-old mind.

In addressing the convention Louis B. Seltzer, editor of the *Cleveland Press*, said radio-TV and newspaper interests should get together for a common fight on behalf of freedom of information. Eventually, he said, news presses and distribution methods might become obsolete and some technique such as facsimile could be used by all news media, placing newspapers under the same licensing situation marking radio and TV operation.

Awards Winners

Three stations won NARND gold trophy awards for news excellence and 18 others received distinguished achievement citations.

Top winners in the annual competition were WTVJ (TV) Miami, WBAP-TV Fort Worth and WHO Des Moines.

WTVJ and News Editor Ralph Renick were commended for the "outstanding TV news operation," which is managed by Lee Ruwitch; "outstanding coverage of a special event" was the commendation for WBAP-TV and News Director James Byron. WBAP-TV's prize-winning telecast was *Operation Longhorn*, a military maneuver.

WHO Des Moines was cited for its outstanding radio news operation under supervision of News Director Jack Shelley and General Manager Paul Loyet. Station also won the award in 1951.

Prof. Baskett Mosse of Northwestern U., chairman of the NARND Awards Committee, presented winners with gold trophies at the banquet which concluded the three-day convention. He is radio and TV chairman of the college's School of Journalism.

Distinguished achievement awards went to stations in these groups: Radio, WMAQ (NBC) Chicago, KNX Hollywood, WBBM (CBS) Chicago, WKBN Youngstown, WFIN Findlay, O., and KITE San Antonio. Television, WNBQ (NBC) Chicago, WBAP-TV Fort Worth—outstanding special event or news feature, KCBS San Francisco, WGAR Cleveland, WOW-TV Omaha.

James Van Sickle, news editor of KWKH Shreveport, La., and the station were cited for the second straight year "for courage in radio reporting in connection with the brutality investigations" at Angola State Prison. KFAB and KOIL Omaha received special notice for their community service broadcasts during the Missouri River flood last year, and KTAC Tacoma, Wash., was commended for "enterprise in community service through radio news."

Foreign stations cited by the news directors for outstanding service were CFQC Saskatoon, Godfrey Hudson, news director; CJCA Edmonton, Russ Sheppard, and 2 GB MacQuarie, Sidney, Australia, Hugh Elliot.

Judges in addition to Mr. Mosse were Mr. Bormann; Ben Baldwin, news editor, MBS New York; Prof. Don Brown, U. of Illinois, and Prof. Fred Whiting, Northwestern U.

WMGM Reception

RECEPTION of WMGM New York programs while aboard the *U.S.S. Duxbury Bay* in the Mediterranean Sea waters near Port Said, Egypt (5,743 miles from New York), was reported in a letter to the station last week by four sailors. They wrote they had "the very high and very morale-building pleasure of being listeners to your station" and added they planned to "send periodic reports on reception qualities" of WMGM. Station noted this was the first time on record the Mediterranean Sea has been reported in its coverage area.

BASEBALL HEAT

Generated on Media Coverage

RADIO-TELEVISION coverage of professional baseball games touched off a heated controversy as annual winter baseball meetings opened late last week in Phoenix, Ariz.

Bill Veeck, St. Louis Browns, and Frank Lane, Chicago White Sox, broke up the American League radio-TV pact by withdrawing permission to the six other clubs to broadcast and telecast road games of their teams. Mr. Veeck said he was fighting to get some of the radio-TV revenues paid to the other clubs.

He said, "I want each of those six clubs to set aside half of its television-radio money for the benefit of the teams playing in their parks. They cannot force me to change my stand."

The six other clubs drew up a new agreement among themselves.

Minor league officials devoted considerable time to radio-TV, with Sen. Edwin C. Johnson (D-Col.), Western League president, asking money derived from rebroadcasts or recreations of major league radio and TV games that come from outside minor league territory go into a trust fund.

Fred Saigh, president of the St. Louis Cardinals, enlivened the pre-major league meeting by suggesting that all National League clubs ban telecasting of all games in 1953 "to determine once and for all whether it hurts or helps baseball."

The Cardinals executive made the statement after an earlier threat to prohibit telecasts of home games of other teams in which his club participates, unless the Cardinals receive an "equitable" share of the home club's TV receipts. Cardinal home games are not televised, but the club owns the largest radio network in baseball, encompassing 92 stations.

Saigh's Threat

President Saigh was directing his threat chiefly to clubs in New York and other places where baseball enjoys lucrative TV receipts.

At least three National League clubs were backing the Cardinals boss—the Cincinnati Reds, Pittsburgh Pirates and Boston Braves.

Browns President Veeck had threatened as early as two months ago to prohibit his club from playing in the New York Yankees' home games, unless the Browns got a share of TV receipts. Yankee General Manager George Weiss countered Nov. 27 with a hint the Yankees might schedule such uncooperative teams for the Yankee Stadium's sparsely-attended afternoon games, instead of the customary Yankee night home gate bonanza of two games apiece for each visiting team.

Sen. Johnson in a 40-minute speech to minor league executives discussed the radio-TV problem. Previously George Trautman, president of the minors, appealed to major leagues to "give us a little help before you destroy us." Mr. Trautman described two proposals to be submitted to the majors.

The country will soon become saturated with television accounts of major league games "with an increasing detrimental impact on baseball," Sen. Johnson said. "It is just and equitable that the minor league clubs suffering from damage by reason of such broadcasts and telecasts should receive some measure of compensation to restore their respective losses at least in part."

"I have great hope that the major leagues will discover some day that there is in this country a minor league system that can be destroyed," Mr. Trautman said. "On both of these resolutions we can only request. We can't demand. But we do hope they will give us a little consideration."

XUM

IOWA WOMEN

SPEND NEARLY

HALF

THEIR TIME WITH

RADIO!

The 1952 Iowa Radio-Television Audience Survey offers *new* proof of radio's tremendous, penetrating impact on Iowa families and Iowa living.

In the 1952 Survey, each of 1,164 families kept an "In-Home Activities Diary", quarter-hour by quarter-hour, the day following their interview. The diaries showed, among many other things, that radio-listening is by far the most dominant activity in Iowa homes. Iowa people depend on radio not only for recreation and entertainment, but also for *most* of their news, their farm and market reports, their home-making hints, their cooking recipes, their religious and educational inspiration, etc. Radio reflects *life*, in Iowa.

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey — or ask Free & Peters. It will be sent you *free*, of course.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

FCC Chair Under the GOP

(Continued from page 23)

with GOP activities, both in Ohio and Washington, and has served as national committeewoman. Thad Jr. is 36 and prior to his association with NARTB nearly two years ago, was connected with the Washington law firm of Roberts & McInnis.

Rep. Harris Ellsworth (R-Ore.), newspaper publisher and part-owner of KRNR Roseburg, Ore. One of the best-liked members of Congress, Mr. Ellsworth isn't a candidate, but it is known that some of his friends and admirers are trying to convince him that he should accept an FCC appointment. He reportedly evinced an interest several years ago. He has been a member of the House Interstate & Foreign Commerce Committee, and is one of the few practical broadcasters in Congress.

Harry C. Butcher, owner of KIST Santa Barbara, and former naval aide to Gen. Ike. He is no candidate, but his name continues to bounce into the speculation, largely because of the efforts of friends. He is an "Eisenhower Democrat" but this would not bar his appointment as a Democrat, Republican, or even an independent. It is thought Mr. Butcher would accept only if the command came from "the boss." He is now in the throes of building a new vhf station on Ch. 3, and it's believed he would be loath to leave the West Coast, unless the orders came from the top.

Edward T. Ingle, radio-TV director of the Republican National Committee and former NBC promotion executive in New York. Mr. Ingle's name has been mentioned frequently because of the party victory and the part he played in lining up the vital radio-TV phases of the campaign. He also directed Speaker's Bureau activities. Within the party organization, he's understood to have formidable backing, although he isn't beating the bushes himself.

Broadcaster Mentioned

R. Morris Pierce, president of WDOK Cleveland, and former vice president in charge of engineering of the G. A. Richards stations (WJR Detroit, WGAR Cleveland, KMPC Los Angeles). Mr. Pierce served in the Mediterranean as a radio-engineering expert during World War II, and was instrumental in designing and improvising installations used effectively against the enemy. In the African theatre, he served in communications under Gen. Eisenhower's command and won commendations for his ingenuity in coping with difficult and delicate communications projects. Although now back at WDOK, Mr. Pierce during the past several years has handled a number of special assignments on a global basis for the State Department, notably in connection with Voice of America operations.

Former Gov. Harry F. Kelly of Michigan. During his tenure from 1943 to 1947 as Republican governor, he evinced more than casual interest in broadcasting matters. An attorney, his candidacy is being endorsed by some broadcasters in the area. It was thought that the incoming Postmaster General, Arthur Summerfield, who chairmanned the Republican National Committee during the campaign, might get behind him.

Still More Aspirants

There are probably a dozen other aspirants working both sides of the political street. Because of the 20-year wait, many of the Washington observers admit that they have to learn all over again how to appraise situations involving a full-scale change of administration. They know that the GOP high command has set up a top-level screening organization for all jobs. But very little work has been done in the open.

Great interest centers upon Mr. Walker's immediate status. He has said that he did not intend to resign either as Chairman or as a member of the FCC, but had in mind serving his term to expiration next June 30. The President, however, selects the chairman from among the qualified FCC members. It is a foregone conclusion that Gen. Ike will name a Republican.

There were indications last week that, in order to obtain Republican control, Gen. Eisenhower might find it expedient automatically to terminate Mr. Walker's term, if he does not tender his resignation. This could be accomplished, according to legislative experts, under the statute itself. The "Chief Executive" (Mr. Truman) issued the Executive Order on Dec. 21, 1950 which extended Mr. Walker's term beyond the statutory retirement age of 70. (He is now 71.) It is argued that the new "Chief Executive" (Gen. Ike) on Jan. 20 or thereafter can countermand the Executive Order, thereby creating the vacancy. It is emphasized that the chairman serves "at the pleasure" of the Chief Executive.

TRUMAN CALL

'Just Personal,' Says Walker

FCC Chairman Paul A. Walker, serving a one-year extension of term beyond his retirement period, called at the Executive Offices Monday afternoon.

After leaving President Truman's office Chairman Walker gave newsmen a stock reply to all questions about the purpose of his visit. "Just a personal call," he said when asked if he had submitted his resignation, or intended to resign. He said he had not discussed the Conelrad plan, which was supplied to newsmen in release form by the White House while he was in the President's office.

LARRY HAEG (l), general manager, WCCO Minneapolis, applauds as Arthur Page (r), WLS Chicago, presents a hand-hewn gavel to Sam Schneider (c), KVOO Tulsa, retiring president of the National Assn. of Radio Farm Directors. Gift was presented during annual banquet at two-day NARFD convention in Chicago.

Farm Market

(Continued from page 28)

Cox, WFAA Dallas, and John Bradshaw, Toronto.

Also appearing at the Saturday session were R. L. Webster, director of information, and Kenneth M. Gapen, assistant director of information, U. S. Dept. of Agriculture, and Wallace Kadderly, former president of NARFD, now agricultural information specialist for UCA-OSR in Paris.

Mr. Schneider gave the president's report and prospects for the future of the association at the annual dinner, at which Mr. Harper of WIBC was toastmaster. Sunday morning closed sessions were followed by afternoon meetings at which Alvin Bauer, KPOJ Portland, Ore., headed a panel discussing "Television and AM Radio." The group was made up of Bruce Eagon, KOTV Tulsa; Norman Kraeft, WGN-AM-TV Chicago; "Doc" Ruhmann, WBAP-TV Fort Worth, and Bill Zipf, WBNS Columbus.

Maury Malin of Ralston Purina, St. Louis, detailed his company's successful use of radio and station farm directors.

Larry Haeg, former farm director at WCCO Minneapolis and now general manager, was toastmaster at the annual banquet Sunday evening. George German, WNAX Yankton, gave the invocation, and Art Page, WLS Chicago, made the annual gavel presentation to Mr. Schneider.

The weekend meeting preceded the annual International Livestock Exposition at the city's Amphitheatre, held in conjunction with the National 4-H Club Congress.

DePue Elected

GEORGE DePUE JR., account supervisor for Jergens Lotion and Pan American Coffee Bureau at Robert W. Orr & Assoc., last week was elected executive vice president in charge of all agency operations.

SE AAAA MEET

Set Friday in Atlanta

FALL meeting of American Assn. of Advertising Agencies' Southeast Chapter, Friday at Atlanta's Capital City Club, will feature talks by advertising executives, broadcasters, a publisher, trade organization representatives and an advertiser.

'Client-Agency' Talk

Theme of the chapter meeting will be advertising's role in the expanding South, with Stuart Broeman, president, American Bakeries Co., Atlanta, discussing "The Client-Agency Relationship" at the 12:15 p.m. luncheon session, and the 7:30 p.m. dinner gathering to be addressed by Earle Ludgin, president, Earle Ludgin & Co., Chicago, and AAAA director at large and member of the association's member operations committee.

William W. Neal, of Liller, Neal & Battle, Atlanta, and chairman of the Southeast Chapter board of governors, will preside at the 9:30 a.m. business session. At this session James M. Henderson, Henderson Advertising Agency, Greenville, S. C., will discuss AAAA examinations as chairman of the chapter's committee on that subject. August Nelson, AAAA senior staff executive, will talk on membership qualifications.

Later administration session will be headed by Carol Porter, Crawford & Porter Advertising Inc., Atlanta, chapter board's secretary-treasurer. Douglas D. Connah, Tucker Wayne & Co., Atlanta, will speak on efficient operation of an agency.

Panel on Rates

Late morning panel, "Where Are Radio Rates Headed?" will feature G. Richard Shafto, WIS Columbia, S. C.; Allen M. Woodall, WDAK Columbus, Ga.; Charles C. Coleman, manager, Avery-Knodel's Atlanta office, and moderator Aubrey Williams, radio director, Fitzgerald Advertising Agency, New Orleans.

Tucker Wayne of Tucker Wayne & Co. will preside over the luncheon session and Dan W. Lindsey Jr., Richmond, Atlantic Council member of AAAA's board of directors, will head afternoon discussions.

Mr. Lindsey will talk on AAAA's benefit to a southern advertising agency, after which William B. Ryan, BAB president, will advise delegates on "How to Use Radio in '53."

Other afternoon features will include a slide presentation on the importance of the 2% discount to the advertising industry, an address on newspapers by George C. Biggers, Atlanta Newspapers Inc. president, and a discussion of successful TV commercials by Leyton Carter Jr., director of TV research, Gallup & Robinson, Princeton, N. J.

Congratulations

KROD-TV

EL PASO, TEXAS

Another Post-Freeze TV Station

—all RCA-equipped

RCA **RADIO CORPORATION of AMERICA**
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

MULTI-CHANNEL LINE Signal Corps Develops

U. S. SIGNAL CORPS has developed a copper transmission guide which has the potential of carrying 30 TV picture channels, it was reported last week.

System is an outgrowth of the 1950-51 "G-string" development work carried out by Dr. Georg Goubau, German scientist now working at Fort Monmouth Signal Labs. in New Jersey.

Signal Corps labs have strung a single copper line, three-quarters of an inch in diameter, for two miles on telegraph poles, Raymond Lacey, chief of the microwaves section at Coles Labs., told BROADCASTING•TELECASTING. It carries a 200-mc bandwidth in the vhf, he said, and is virtually in commercial development. The wire is covered with a polyethelene insulation.

An antenna at one end of the line is oriented to pick up TV signals from Baltimore, Washington and Philadelphia. These signals have been fed "through" the line and have shown up as images on TV receivers at the other end.

Possible applications that occur immediately, said Mr. Lacey, include master antenna lead-ins (in place of coaxial cable), community-TV systems, and as transmitter lines for vhf broadcast stations. Possible future development may mean an entirely new and cheaper method of linking cities for communications and TV, he said.

Another development has a ¼-in. line to handle frequencies around 700 mc. This also carries a 60-cycle current, used to overcome icing conditions, Mr. Lacey said. This will be used in conjunction with radio relay systems, he said, and gives promise of eliminating coaxial cables or wave guides.

Tube Queries

Developments were disclosed in response to queries regarding the announcement in London of a hollow copper tube capable of carrying vhf, uhf and electrical energy simultaneously [B•T, Dec. 1].

Both Signal Corps and National Bureau of Standards scientists were of the opinion that British references to the possibility that the triple-threat line could be used for black and white and color TV meant that the British were contemplating broad-band color TV on uhf wavelengths. Present TV video channel in the U. S. is 4 mc for both monochrome and color. British also use 4 mc bandwidth for black and white video signal but have set no standards for color. Meanwhile, Bell Telephone Labs. has developed a new and improved coaxial cable system—"revolutionary" is their term for it—which can simultaneously carry 600 telephone conversations plus one TV program in each direction, or 1,800 phone calls over a single pair of coaxial pipes [B•T, Dec. 1]. This, according to Bell Labs., is a 'first" in communications history. Coaxial systems now in use can handle only 600 telephone calls or one TV program at a time, not both at once over a single pair of coaxial pipes.

New system, named "L-3," is now being tested by a series of field trials being conducted by Long Lines Department of AT&T (which operates the intercity circuits for telephone, radio and TV) and associated companies of the Bell System. AT&T engineers expect to introduce the new system into actual service on circuits between New York and Philadelphia early in the new year.

Development of the "L-3" called for the design of new types of transmission equipment, Bell Labs. reported. New amplifiers or "repeaters" were needed, for example. In the "L-3" as in earlier coaxial systems the repeaters get power from widely separated power points along the coaxial cable and the higher power requirements of the new repeaters, plus the new system's use of twice as many, presented a number of technical problems.

Bell Labs. scientists also had to develop means for putting TV signals on the line and distributing them at intermediate points without introducing distortion. New terminal equipment was necessary to pile up 1,800 telephone circuits and permit the addition and subtraction of smaller groups at intermediate points. Simultaneous transmission of both TV and telephone signals required the development of a way to prevent interference between the two kinds of signals.

KKTV'S RUSH JOB

All Aid in Denver Building

COMMUNITY spirit showed forth last week in unusual cooperation to help build a new transmitter house in 28 hours for KKTV (TV) Colorado Springs, Col., the Ch. 11 outlet of TV Colorado Inc. which was sternly chided fortnight ago by the FCC for constructing its transmitter building and tower foundations prior to receiving a grant [B•T, Dec. 1].

As a result of the all-out effort, KKTV was to begin interim operation last night (Sunday).

TV Colorado is equally owned by KVOR Colorado Springs and KGHF Pueblo. Both cities were expected to receive better than minimum signal from the temporary reflector-type antennas mounted on a platform beside the new transmitter house.

Since the ground is frozen at the site on Cheyenne Mt., 5 miles from and 3,000 ft. above Colorado Springs, the new building was guyed to rocks and cliffs pending spring-thaw installation of permanent foundation.

Promptly after FCC's condition grant, issued Nov. 28, DuMont flew engineers to the site while local carpenters, electricians and others dropped regular jobs to rush construction of the new structure in the snow.

The rush job began 8 a.m. Nov. 29 and by noon the following day the transmitter was in the building although not connected. A DuMont 5 kw unit is being used, giving effective radiated power of 45 kw. Eventual full ERP will be 253 kw.

KKTV applied for its STA last Monday, Dec. 1, and the request was approved by the Commission Wednesday. The telephone company planned to have the studio-transmitter link installed by 12:01 a.m. yesterday.

KKTV's national representative is George P. Hollingbery Co.

HERBERT GORDON (l), vice president, World Broadcasting System, announced last week signing of Gisele MacKenzie (c), songstress, and Jerry Gray, orchestra leader.

IRION NAMED

FCC's 13th Hearing Exam.

ANNOUNCING the appointment of H. Gifford Irion, attorney in the Aural Facilities Div. of the Broadcast Bureau, as an FCC examiner [CLOSED CIRCUIT, Dec. 1], the Commission brought to 13 the number of hearing examiners. This completes the FCC authorized quota.

Mr. Irion entered government service in 1934 with the Federal Bureau of Investigation and then spent six years as an attorney with the Rural Electrification Administration. He first joined the FCC in April of 1942, but left six months later for Navy duty. After convoy duty, he served with the Bureau of Ships and the Judge Advocate General's office leaving active duty with rank of commander.

Returning to the FCC in 1946, Mr. Irion has worked on broadcast legal matters, including aural facilities, television and transfer and assignment cases. He was a member of the survey teams which conducted reorganization studies of the Broadcast and Safety and Special Radio Services Bureau.

CONELRAD PLAN Effective Date About March 1

BROADCAST blueprint for national security embodying special emergency techniques will be pressed into effect around March 1.

Plans for alerting and controlling the operation of all standard, FM and TV stations in the U. S. were announced last Tuesday by the White House in an official statement on Conelrad—the control of electromagnetic radiation [CLOSED CIRCUIT, Dec. 1].

Participation in the plan has been voluntary on the part of broadcasters.

Under the emergency system, standard (AM) stations would be permitted to remain on the air immediately before or during an air attack—in accordance with certain FCC procedures—and the use of radio as a navigational aid to hostile aircraft would be minimized.

"No engineering method has yet been found to enable FM and TV stations to remain on the air," both the White House and FCC explained.

The novel deception system is without precedent in U. S. broadcast annals. During World War II, stations operated under the shadow of complete radio silence in the event of enemy air attack, and there were one or two instances of stations silenced for brief periods.

The plan will enable a great many standard outlets to remain on the air even during an attack. Promulgation of the system represents a great victory for broadcasters and national civil defense authorities alike, who fought hard for such a system on grounds that the public needed vital information in an emergency. At times, indeed, there were conflicting views by civil defense officials and Air Force authorities over this vital role of broadcasting, with some military quarters seeking restrictive measures.

Official announcement of the project, which was based on an Executive Order issued a year ago, culminated months of study and cooperation between industry (through the NARTB Broadcast Advisory Council), the Commission, the Federal Civil Defense Administration and the Dept. of Defense. Congress also figured in deliberations.

The President authorized FCC "either to silence radio stations or to control their operations" to minimize the possibility of homing by enemy aircraft [B•T, Dec. 17, 1951]. FCC subsequently drew up the plan, which received the approval of the Secretary of Defense

(Continued on page 61)

XUM

Bristol-Myers does better with SPOT

A TV FILM CASE HISTORY

Bristol-Myers had a tough TV problem: to reach a lot of men, in a lot of markets—at a low cost.

To the agency, Doherty, Clifford, Steers & Shenfield, male audiences spelled sport shows and evening periods. So they developed "Sports Parade," a low-budget 15-minute film program. They realized that back-to-back adjacencies with other sport shows would increase their audience. So they looked into availabilities—and ended up with a Spot campaign.

With Spot, they cleared good evening time in 39 markets. On 31 stations they follow either the Pabst fights on CBS or the Gillette fights on NBC. (With Spot, you can cross network lines to get the best buys.) Market-by-market Spot clearances are shown in the table, which proves once again . . .

YOU CAN DO BETTER WITH SPOT—MUCH BETTER

BRISTOL-MYERS "SPORTS PARADE"

SPOT CLEARANCES

MARKET	DAY & TIME	PRECEDING PROGRAM
Atlanta	Wed-10:45 pm	Pabst Fights
Birmingham	Fri- 9:45 pm	Gillette Fights
Bloomington	Wed- 9:45 pm	Pabst Fights
Charlotte	Wed-10:45 pm	Pabst Fights
Cincinnati	Wed-10:45 pm	Pabst Fights
Cleveland	Sat-10:30 pm	Premier Theatre
Columbus	Wed-10:45 pm	Pabst Fights
Dallas	Wed- 9:45 pm	Pabst Fights
Denver	Fri- 8:45 pm	Gillette Fights
Detroit	Wed-10:45 pm	Pabst Fights
Erie	Wed-10:45 pm	Pabst Fights
Grand Rapids	Wed-10:45 pm	Pabst Fights
Greensboro	Fri-10:45 pm	Gillette Fights
Huntington	Wed-10:45 pm	Pabst Fights
Jacksonville	Wed-11:00 pm	Sports
Johnstown	Fri-10:45 pm	Gillette Fights
Kalamazoo	Wed-10:45 pm	Pabst Fights
Lancaster	Fri-10:45 pm	Gillette Fights
Lansing	Wed-10:45 pm	Pabst Fights
Los Angeles	Thur-10:45 pm	Wrestling
Miami	Fri-10:45 pm	Gillette Fights
Milwaukee	Thur-10:45 pm	Thurs. Nite Theatre
Minn.-St. Paul	Fri- 9:45 pm	Gillette Fights
New Haven	Mon-11:00 pm	Studio One
New Orleans	Wed-10:45 pm	News
Norfolk	Wed-10:45 pm	Pabst Fights
Oklahoma City	Wed- 9:45 pm	Pabst Fights
Omaha	Wed- 9:45 pm	Pabst Fights
Phoenix	Wed- 8:45 pm	Pabst Fights
Pittsburgh	*Wed-10:45 pm *Tues-11:15 pm	Pabst Fights News
Providence	Wed-10:45 pm	Pabst Fights
Reading	Wed-10:45 pm	Pabst Fights
Richmond	Wed-10:45 pm	Pabst Fights
Rochester	Thur- 6:45 pm	Sports
San Antonio	Wed- 9:45 pm	Pabst Fights
St. Louis	Wed- 9:45 pm	Pabst Fights
Toledo	Sat- 7:45 pm	Going Places
Tulsa	Wed- 9:45 pm	Pabst Fights
Wilmington	Fri-10:45 pm	Gillette Fights

*alternate weeks

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NARTB TRAVEL

Dist. Meets Burden Eased

FIRST step toward cutting the travel burden imposed on broadcasters who attend NARTB, BMI, BAB, state association and related meetings was taken last week by the NARTB board.

Heeding widespread complaints from station and network executives who lose valuable office time because of the heavy travel load, the board adopted a condensed schedule of NARTB district meetings. It mainly benefits NARTB's own staff.

First leg of the schedule, based on a six-day, three-meeting week, starts Sept. 14 in District 17 (Ore., Wash., Alaska), goes down the Pacific Coast, across the Mountain States and through the upper Midwest. It winds up Oct. 3 in District 7 (Ohio, Ky.).

Second leg starts Oct. 12, giving a week of time for NARTB staff executives at association headquarters in Washington. This leg opens in District 12 (Kan., Okla.), moves across the South and then up the East Coast to New England, closing Oct. 29.

While this schedule will keep the annual "flea circus" hopping madly around the country, it cuts down elapsed time of the annual 17-meeting series.

The board also heard a report from Clair R. McCollough, Steinman Stations, chairman of the NARTB Convention Committee. He predicted the annual industry convention at Los Angeles April 28-May 1 will be the largest in the association's history.

Multiple Meetings

In discussing the district meeting problem the board got into a lively discussion about the multiple-meeting problem created by two-score BMI clinics, state association sessions and the frequent workshops held by Broadcast Advertising Bureau.

The meeting lineup in 1952 was the most extensive in industry history, whereas in 1951 BAB clinics were tied into the district meeting schedule and BMI clinics frequently were held on adjacent district meeting days.

The combined boards, and the separate radio board, failed to agree on a site for the February directors meeting. Biloxi, Miss., was considered seriously as well as Northern Florida. Final decision awaits action by the TV Board, which meets today (Monday) and tomorrow at Cat Cay, Fla.

Following is the schedule of NARTB district meetings for 1953 as adopted by the directors:

First Series

Dist. 17	Mon.-Tues.,	Sept. 14-15
15	Wed.-Thurs.,	Sept. 16-17
16	Fri.-Sat.,	Sept. 18-19
14	Mon.-Tues.,	Sept. 21-22
10	Wed.-Thurs.,	Sept. 23-24
11	Fri.-Sat.,	Sept. 25-26
9	Mon.-Tues.,	Sept. 28-29
8	Wed.-Thurs.,	Sept. 30-Oct. 1
7	Fri.-Sat.,	Oct. 2-3

Second Series

Dist. 12	Mon.-Tues.,	Oct. 12-13
13	Wed.-Thurs.,	Oct. 14-15
6	Fri.-Sat.,	Oct. 16-17
5	Mon.-Tues.,	Oct. 19-20
4	Wed.-Thurs.,	Oct. 21-22
3	Fri.-Sat.,	Oct. 23-24
2	Mon.-Tues.,	Oct. 26-27
1	Wed.-Thurs.,	Oct. 28-29

DJ Offer to HST

JACK ENGLAND, manager, KFDR Grand Coulee, Wash., sent the following telegram to President Truman: "Would like your services as soon as possible as a disc jockey on KFDR. You would do a one hour show five days a week. You would be working for the station named after President Roosevelt, which is the finest station in the nation by a dam site. And you would be working among friends. In the past election, every Grand Coulee precinct, with one exception, voted overwhelmingly Democratic. One Democrat received over 92% of the votes. May I hear from you soon on this offer."

WRITERS SUE GRANTS

Claim Caused Program Demise

RADIO writers Morton Lochman and Charles Stewart last week filed suit for $15,250 against film star Cary Grant and his actress wife, Betsy Drake, charging in Los Angeles Superior Court that the couple prematurely caused the end of production on an NBC radio program in 1951 for which the plaintiffs were contracted to write scripts.

Messrs. Lochman and Stewart, who seek settlements of $8,125 and $7,125, respectively, claim they prepared the scripts for Winkle Radio Productions Inc., described as wholly owned by the Grants. The program, sponsored by Trans-World Airlines, was on the air from Jan. 21 to June 17, 1951.

Smith Leaves FCC

E. STRATFORD SMITH, chief of telephone services and facilities branch, FCC Common Carrier Bureau, resigned from the FCC last week to join the Washington law firm of Welch, Mott & Morgan. Mr. Smith was FCC counsel in several broadcast cases, notably one which led to the decision that AT&T must interconnect with privately owned intercity TV systems. He also handled the complaint of ABC and DuMont against AT&T respecting the allocations of intercity circuits. This led to the formulation of a plan for quarterly allocations.

Mr. Smith

NARTB BYLAWS

Proposed Revision Okayed by Board

COMPLETE rewriting of the NARTB bylaws to clear up duties of key officers and specify exact rights of radio and TV members was approved Wednesday by the combined NARTB Radio and Television Boards, meeting in Washington (see main board story page 29).

The revised bylaws will be sent to all NARTB member stations for vote on Dec. 29. Ballots are to be returned by midnight Jan. 16. The new document becomes effective Feb. 1, if ratified.

The bylaws went through the board with few changes. Besides bringing order into the chaotic collection of paragraphs that accumulated during a decade of changes, the new version lays out specific duties of key association officers.

Under the new version the president is given extensive management powers. This puts into formal language the ideas adopted in 1951 when the board brought television stations into the association and abandoned the old name, National Assn. of Broadcasters.

President Harold E. Fellows, operating under a five-year contract, has assumed management authority under terms of the 1951 action. The chairman of the board is relieved of active direction of association affairs. The president is given overall authority over both radio and television segments of the organization.

The Bylaws Committee, in reporting to the board, pointed to the need for a complete revision of the assorted paragraphs and amendments, looking toward a closely knit structure in which both radio and TV would work together for mutual benefit.

Judge Justin Miller, in his August draft of a new set of bylaws, had pointed to the surplus words and paragraphs as well as the cumbersome structure of the assembled articles.

The Bylaws Committee considered revised language at an Aug. 7-8 meeting, with final action taken last Tuesday.

A. D. Willard Jr., WGAC Augusta, Ga., is committee chairman. Other members are Robert D. Swezey, WDSU-TV New Orleans; Leonard Kapner, WCAE Pittsburgh; Kenneth L. Carter, WAAM (TV) Baltimore, and Merrill Lindsay, WSOY Decatur, Ill. President Fellows; C. E. Arney Jr., secretary-treasurer; Thad H. Brown Jr., director of television and TV Board counsel, and Judge Miller served as advisers.

Major bylaws revisions were made in 1938 as well as in 1951. They have been amended 14 times since 1940.

The full board at its Wednesday meeting considered several resolutions referred to it by 1952 annual meetings of 17 NARTB districts.

A resolution adopted by District 14 (Mountain States) asking NARTB to obtain protection for broadcasters from political libel suits was referred to President Fellows for action.

A resolution adopted by District 13 (Texas) asking for a detailed study of congressional probes of radio and TV, aimed at examining adequacy of reporting procedures, was referred to the president as was a resolution adopted by five districts on tower insurance rates.

Resolution on Training

The board accepted a resolution from District 12 (Kan., Okla.) asking NARTB to encourage proper school training in radio-TV for young people. State associations were urged to join this movement.

Another resolution asking the board to prepare and distribute a report that would give the public a true conception of radio's public service contributions was referred to the president. This proposal, which conceivably could involve a heavy cost and develop into a major project, originated in Districts 11 (Minn., N. D., S. D.) and 15 (Calif., T. H., Nev.).

At its Thursday meeting the Radio Board accepted a resolution from District 5 (Fla., Ala., Ga., P. R.) urging that the proposed North American Regional Broadcast Agreement be favorably considered by the Senate and President of the United States.

In Washington for the sessions were: Herbert Akerberg, CBS; Kenyon Brown, KWFT Wichita; Kenneth L. Carter, WAAM (TV) Baltimore, Md.; Henry B. Clay, KWKH Shreveport, La.; H Quenton Cox, KGW Portland, Ore.; Harold Essex, WSJS Winston-Salem, N. C.; William Fay, WHAM-TV Rochester; William C. Grove, KFBC Cheyenne, Wyo.; Michael R. Hanna, WHCU-FM Ithaca, N. Y.; E. K. Hartenbower, KCMO Kansas City; Thad Holt, WAPI Birmingham; Lee W. Jacobs, KBKR Baker, Ore.; Albert D. Johnson, KOY Phoenix; Leonard Kapner, WCAE Pittsburgh; Edgar Kobak, WTWA Thomson, Ga.; H. W. Linder, KWLM Willmar, Minn.; Merrill Lindsay, WSOY Decatur, Ill.; Robert T. Mason, WMRN Marion, Ohio; Clair R. McCollough, WGAL-TV Lancaster, Pa.; William B. McGrath, WHDH Boston; Paul W. Morency, WTIC Hartford; Stanley R. Pratt, WSOO Sault Ste. Marie, Mich.; Paul Raibourn, KTLA (TV) Los Angeles; Frank M. Russell, NBC; Glenn Shaw, KLX Oakland, Calif.; Henry W. Slavick, WMCT, Memphis; Alexander Stronach, ABC; Ben Strouse, WWDC-FM Washington; Robert D. Swezey, WDSU-TV New Orleans; Jack Todd, KAKE Wichita; Hugh Terry, KLZ Denver; E. R. Vadeboncoeur, WSYR Syracuse; A. D. Willard Jr., WGAC Augusta, Ga.

Equal Access Probe

(Continued from page 29)

joint NARTB boards follows:

Whereas, it is vitally important for the welfare of the public and the radio and television broadcasting industries that both radio and television have access, on an equal basis, with all other media to all sources of news, sporting events and special events of all kinds, including Congressional and legislative and other public hearings, on both a national and local level,

Therefore be it resolved, the president is hereby authorized and instructed to appoint a Committee, representing both radio and television broadcasters, for the purpose of studying the broad problem outlined above, with the primary purpose of obtaining for radio and television appropriate recognition and fair access to all proper places for the broadcasting of all such news and events.

Major by laws revisions were

XUM

Another new note in Washington

A new note in entertainment . . . a high note in selling . . . is WRC's Bob Reed, performer, personality and salesman extraordinaire . . . be in tune with the changing times in Washington by beaming your sales message to WRC listeners through Bob Reed's "Timekeeper" show.

WRC 980 on AM. 93.9 on FM.

NBC's Community Station in the Capital of the Nation

GIVEAWAY CASE

Networks File Opposition

OPPOSITION to the FCC's giveaway rules—originally effective Oct. 1, 1949 but postponed pending court ruling [B•T, Aug. 22, 1949]—was filed by ABC, CBS and NBC in the U. S. District Court in New York last week.

Three-man court will hear oral argument on the three-year-old case Dec. 15. Scheduled to sit are Circuit Judge Charles E. Clark and District Judges Vincent L. Leibell and Edward Weinfeld.

Basis of the networks' briefs was that the FCC has no right to draw up regulations interpreting the lottery laws. In addition, they objected to the Commission's definitions of what constitutes a lottery as applied to broadcast programs.

FCC, in conjunction with the Department of Justice, also filed its brief last week upholding its right to provide regulations on lotteries. Commission premised its conclusions that giveaways embraced "consideration" in the sense that the audience was "bought" to listen to giveaway shows by the possibilities of winning merchandise or cash.

Lotteries Defined

Lotteries are usually defined as involving "consideration, chance and reward."

Giveaways were extremely popular radio fare several years ago, but have faded from the air in recent years. Not involved in the FCC rules, nor in the case, are audience participation giveaway shows.

Case began in 1948, when the Commission proposed amendments to its regulation spelling out what constituted a lottery.

After oral argument in the same year, the Commission issued its final decision incorporating the proposed changes in its rules.

Networks appealed to the District Court, which issued a temporary restraining order. At this, the Commission postponed the effective date of its new regulations pending a court decision on their legality.

In revising its regulations on lotteries (Sections 3.192, 3.292 and 3.656—AM, FM and TV, respectively), the Commission declared that a station's license would be forfeit if it broadcast any "lottery, gift enterprise or similar scheme. . . ."

In detailing just what it would consider a lottery, the Commission spelled out the following:

1. If winner had to furnish money or thing of value, or have in his possession product of sponsor of program.

2. Winner required to be listening to or viewing program.

3. Winner required to answer question correctly, the answer to which is given on a program broadcast; or if key phrase is given over station.

ABC argument, in a brief filed by the law firm of Cravath, Swain & Moore, claimed that the Commission does not have the right to revoke or deny a license solely on the ground that the station may have broadcast a show that FCC might construe to be a lottery.

"The Commission has power, in granting or withholding licenses for radio broadcast stations, to take into consideration all facts relevant to the statutory test of public interest . . . ; and it is assumed that a violation or prospective violation of Sec. 1304 [the lottery provision] of the Criminal Code might be one of those factors. The Commission does not have the power, however, to isolate that one factor from all others and make it solely determinative . . . of what is in the public interest. The Commission does not have the right to set itself up in place of the Department of Justice as the law enforcement agency for Sec. 1304 of the Criminal Code. The proposed rules, therefore, are invalid as beyond the authority of the Commission, apart from any question as to the correctness of the Commission's interpretation of Sec. 1304."

ABC also claimed that the giveaway rules are illegal because there is no support in court decisions for the Commission's interpretations of the lottery laws. ". . . in at least one important respect," ABC brief said, the Commission "actually rewrites the statute as worded by Congress."

CBS, in a brief filed by the law firm of Rosenman, Goldmark, Colin & Kaye, claimed it invested "hundreds of thousands of dollars" in quiz-giveaway programs and that, although they were highly profitable and yielded "a substantial weekly profit," they have been dropped by their sponsors because, among other reasons, FCC issued its ban.

"For the same reason CBS has been unable to attract new sponsors" for such shows, the brief continued. It contended the programs were not lotteries, and that FCC's rules incorrectly interpret the lottery law and exceed the Commission's jurisdiction. Further, CBS argued, such programs have been broadcast with FCC's knowledge for about 10 years, during which time "literally thousands of stations" carrying these shows have been granted license renewals.

CBS' Stand

CBS took issue with FCC's definition of "chance," arguing that the law's ban on "offering prizes dependent in whole or in part upon lot or chance" is not the same as selection of contestants by lot or chance, which was the method used on the programs and which FCC's rules would forbid.

The brief cited court cases upholding the principle that "the test for a lottery is whether skill or chance predominates." Accordingly, it continued, "when the participants are first selected by chance and then participate in a contest involving skill, it is a question of fact in every case whether the skill exerted in the contest, rather than the manner in which the participants were selected, was the principal factor in the game and in the award of prizes."

CBS also took exception to the rules' tests of "consideration," pointing out that on the programs "no member of the public is induced to stake any sum of money or anything of value on the promise that he will be given a chance to participate in the contest."

The courts have held, CBS maintained, that lottery laws "are aimed at the suppression of schemes which constitute an evil in that they lead to improvidence by and the impoverishment of the public as a result of the expenditure of money for the chance of a larger return." Quiz-giveaways do not fall into the category, CBS insisted, quoting an FCC stipulation that the Commission has made no finding of fact that such programs have had a "demoralizing or other deleterious, harmful or evil effect on the public."

"The only court—a state court—which has specifically considered the legality of a quiz-giveaway program of the type here prescribed by the Commission, ruled that it did not constitute a lottery," the brief noted. This was a 1939 decision involving WMBD Peoria, which was sued to force performance of a contract to broadcast *Mu$ico*. WMBD had refused, contending the contract was unenforceable because the program constituted a lottery.

Other Rulings

"The Post Office Dept. and the Dept. of Justice have both issued rulings that programs similar to [the quiz-giveaways of CBS] do not violate the lottery laws," CBS declared, noting that these are the agencies directly charged with lottery law enforcement.

Further, the brief said, Congress cannot declare activities illegal unless they have "a demoralizing or evil effect on the public," with the result that to ban giveaways would deprive CBS of property without due process under the fifth amendment and of freedom of speech under the first amendment.

NBC's brief, filed by the firm of Cahill, Gordon, Zachry & Reindel, offered two main arguments against FCC's anti-giveaway order:

"(1) The order is void because the Commission is forbidden to censor program content and has no power to enforce criminal statues," and "(2) the order is void because it incorrectly interprets Sec. 1304 of the Criminal Code."

The brief, noting that FCC's rules apparently are directed against the telephone type of giveaway program, called attention to the 1940 action of FCC's then Chairman James Lawrence Fly in

(Continued on page 101)

upcoming

Dec. 8-9: NARTB TV Board, Cat Cay, Florida.

Dec. 8-9: MBS Affiliate meeting, Dallas.

Dec. 12: American Assn. of Advertising Agencies, Southeastern Chapter, Capital City Club, Atlanta, Ga.

Dec. 27-29: American Marketing Assn., conference, Palmer House, Chicago.

1953

Jan. 3: 83d Congress convenes, Washington, D. C.

Jan. 5-10: National Collegiate Athletic Assn., Mayflower Hotel, Washington, D. C.

Jan. 9-10: South Carolina Broadcasters Assn. annual meeting, Francis Marion Hotel, Charleston, S. C.

Jan. 26: Theatre TV allocation hearing, Washington.

Jan. 26-27: NARTB Copyright Committee, NARTB Hdqrs., Washington.

Feb. 5-7: Southwestern I.R.E. Conference & Electronics Show, Plaza Hotel, San Antonio.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

Toni Account

(Continued from page 23)

1947 and is acknowledged as tremendously effective in the rising sales curve of the company thereafter.

During the Toni growth years, 1947-49, the company channeled as much as 80% of its advertising budget into radio.

This Is Nora Drake is the current Toni oldtimer, having been carried for about five years. The company bought a portion of the Godfrey simulcast about three years ago.

FC&B served as agency for the entire Toni account during the company's early days. As Toni brought out new and competitive products, additional agencies were named.

Gillette Bought Company

Gillette bought the company in 1948 for approximately $20 million and now operates it as a division, which is responsible for a large portion of Gillette's volume. It is operated by the former owners, R. N. W. Harris and I. E. Harris, brothers. They are president and executive vice president, respectively, though at present I. E. Harris is engaged in voluntary work for the Menninger Foundation in Topeka.

Advertising manager of Toni almost from the start of its expansion was Don Nathanson, who resigned about six months ago to move to Weiss & Geller, where he is vice president and account executive on Toni's Prom home permanent. When he left, Toni did not name a new advertising head. Instead, plans are handled by the company's various product managers.

XUM

More Advertisers Are Using

KRNT

DES MOINES RADIO

Than Ever Before . . Initially and Additionally

Here's A Whole Batch of Testimonials:

● **ACTUALLY . . .**

33 1/3% more local advertising has been placed on KRNT in the last 5 years. Over 36% of these advertisers have DOUBLED their investments with KRNT since starting.

● **WHAT'S MORE . . .**

47% more national advertising has been placed on KRNT in the past 5 years. Over 11% of these advertisers have DOUBLED their investments with KRNT since starting.

● **PROOF POSITIVE . . .**

That KRNT Rings More Cash Registers! KATZ represents the station with the big audience day and night.

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

Buy That VERY HIGHLY HOOPERATED, SALES RESULTS PREMEDITATED, CBS AFFILIATED STATION IN DES MOINES!

DEMO POST

Fritchey Gets Deputy Spot

CLAYTON FRITCHEY, former government information officer and ex-newspaperman, has been named deputy chairman of the Democratic National Committee, with supervision over radio-TV, public relations and other activities.

Mr. Fritchey joined the White House staff last May as an assistant to the President. He was given leave of absence to work for Gov. Adlai Stevenson at the Democratic Presidential nominee's headquarters in Springfield, Ill., after the July conventions. He was assistant to the Governor.

A former editor of the *New Orleans Item*, Mr. Fritchey entered government service in November 1950 as assistant to the Secretary of Defense and director of public information. He resigned that post late last spring to join the White House staff.

In his new post, just created by the Democratic National Committee, Mr. Fritchey will supervise and coordinate radio, television, public information, research, Congressional liaison and other functions. He also will study issues and help develop strategy. Operational duties will remain with Kenneth Fry, committee radio-TV director, and Sam Brightman, director of public information. A research director will be named soon.

Mr. Fritchey will serve directly under Stephen A. Mitchell, Democratic National Committee chairman, who has indicated he has no intention of resigning his post.

In a Washington news conference last Tuesday, Mr. Mitchell revealed that the Democratic national organization still faces a $550,000 campaign deficit. He said the national committee owed $225,000, with the remainder obligated by the Stevenson-Sparkman Forum and Stevenson Headquarters Committee. Part of this deficit presumably involved radio-TV time purchases, on the basis of reports filed with the Clerk of the House last month [B•T, Nov. 10].

Gov. Stevenson issued a statement Nov. 28 disclosing he would defer future radio-TV plans on his behalf until "substantial deficits" are paid off. He described this as his "first concern," despite efforts of local groups to raise funds for Stevenson broadcast appearances.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
Extra Week October 12-18, 1952
EVENING, ONCE-A-WEEK
NIELSEN-RATING*

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	9.6
2	People Are Funny (CBS)	8.8
3	Amos 'n' Andy (CBS)	8.7
4	Charlie McCarthy (CBS)	8.7
5	Lux Radio Theatre (CBS)	8.3
6	You Bet Your Life (NBC)	8.1
7	Great Gildersleeve (NBC)	7.6
8	Gangbusters (CBS)	7.1
9	Life With Luigi (CBS)	7.0
10	Dragnet (NBC)	6.9

(*) Homes reached during all or any part of the program except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

Copyright 1952 by A. C. Nielsen Co.

CONSUMER sales at Webster-Chicago Corp., Chicago, were 31.8% higher in third quarter this year than for same period in 1951.

HILL MEDIA BAN

Committee Hears Hardy

CONGRESSIONAL soul-searching over the ban on radio-TV pickups of hearings on Capitol Hill was evidenced by a special House committee last week during public sessions on campaign expenditures.

Rep. Hale Boggs (D-La.), chairman of the investigating group, asked Ralph Hardy, NARTB government relations director, what he thought about throwing open committee hearings and other proceedings to television. (See Velde's stand, page 44.)

Mr. Hardy said the radio-TV industry was "tremendously interested in the problem and admittedly disappointed when Speaker Sam Rayburn (D-Tex.) imposed a ban last spring. He said NARTB felt it had an obligation to demonstrate the "unobtrusiveness" of radio-TV equipment in hearing rooms.

NARTB proposes to show that "radio and television are no more obtrusive than the very microphone used in this room," and require no additional lights or impinge on silence of the room. NARTB is preparing a test telecast in which a simulated hearing would be so covered, using normal room lighting and concealed microphones. [CLOSED CIRCUIT, Nov. 24].

Asked by Rep. Frank M. Karsten (D-Mo.) whether the media question should be left to individual committee chairmen or to the industry, Mr. Hardy said he personally felt that, because of the nature of the procedure, it would be "wise" to leave it up to committee chairmen. He said access might depend on the nature of the hearing and its public interest.

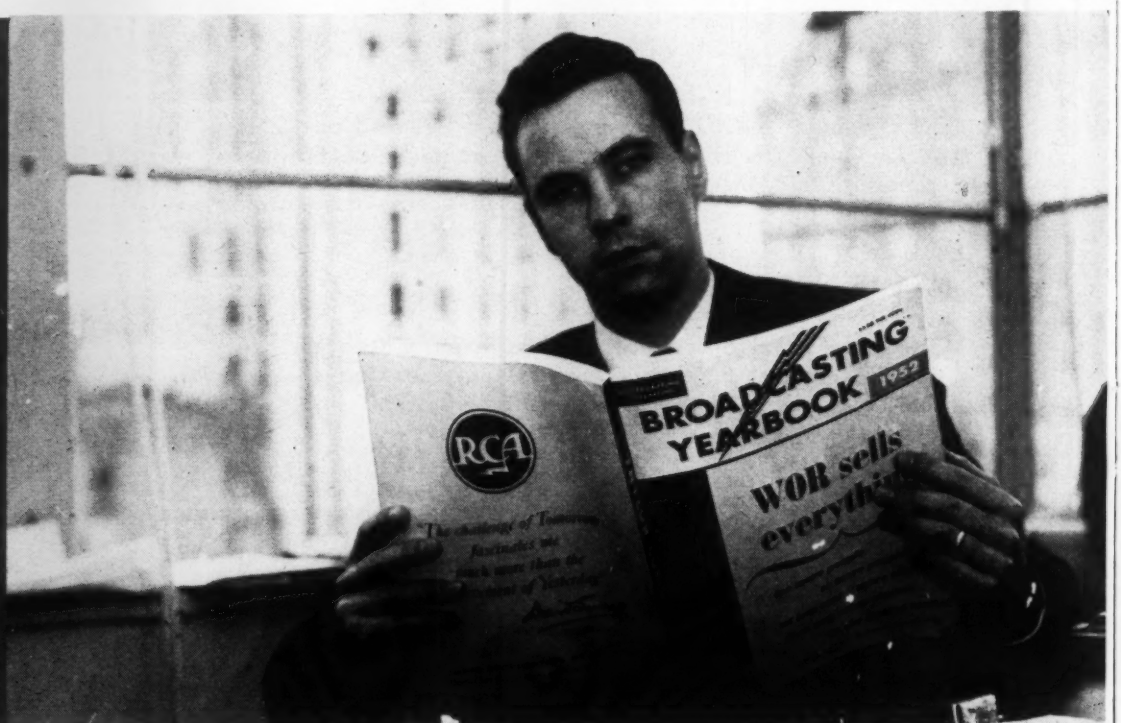
Referring to an earlier statement by Mr. Hardy that political campaign talks are "not necessarily inspirational," Rep. Karsten also sought from Mr. Hardy some tips to make political offerings more palatable to viewers. None was forthcoming.

Rep. Joseph W. Martin Jr. (R-Mass.), who is slated to be House Speaker in the 83d Congress, contends that any decision on radio-TV pickups in the House should be left to committee chairmen [B•T, Nov. 24].

The NARTB combined boards discussed the Congressional ban last week at their meeting (see separate story).

ROBERT E. SHERWOOD (l), playwright, signs five-year contract with NBC [B•T, Dec. 1]. Watching are Sylvester L. Weaver Jr. (standing), NBC vice president in charge of radio-TV networks, and Joseph H. McConnell, NBC president.

WHAT BETTER PLACE than here



to hit your point of purchase? Walter J. Bowe, Hewitt, Ogilvy, Benson & Mather, Inc., New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. *It works for you every working day of the year—the annual one-time shot campaign.*

STILL TIME TO RESERVE SPACE IN CERTAIN SECTIONS OF THE 1953 YEARBOOK. CALL COLLECT

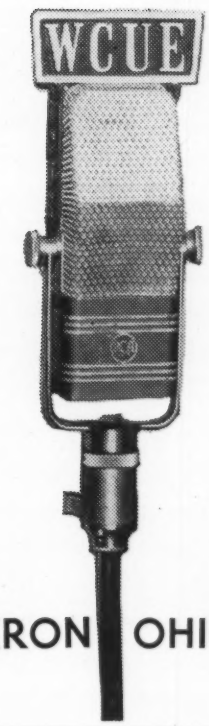
NOW ON **Wcue** AKRON, OHIO EVERY DAY 7 TO 9 AM

Monday thru Saturday

Akron's best known
and most listened to
platter personality

you'll get better
results in Akron
with WCUE and

JACK CLIFTON

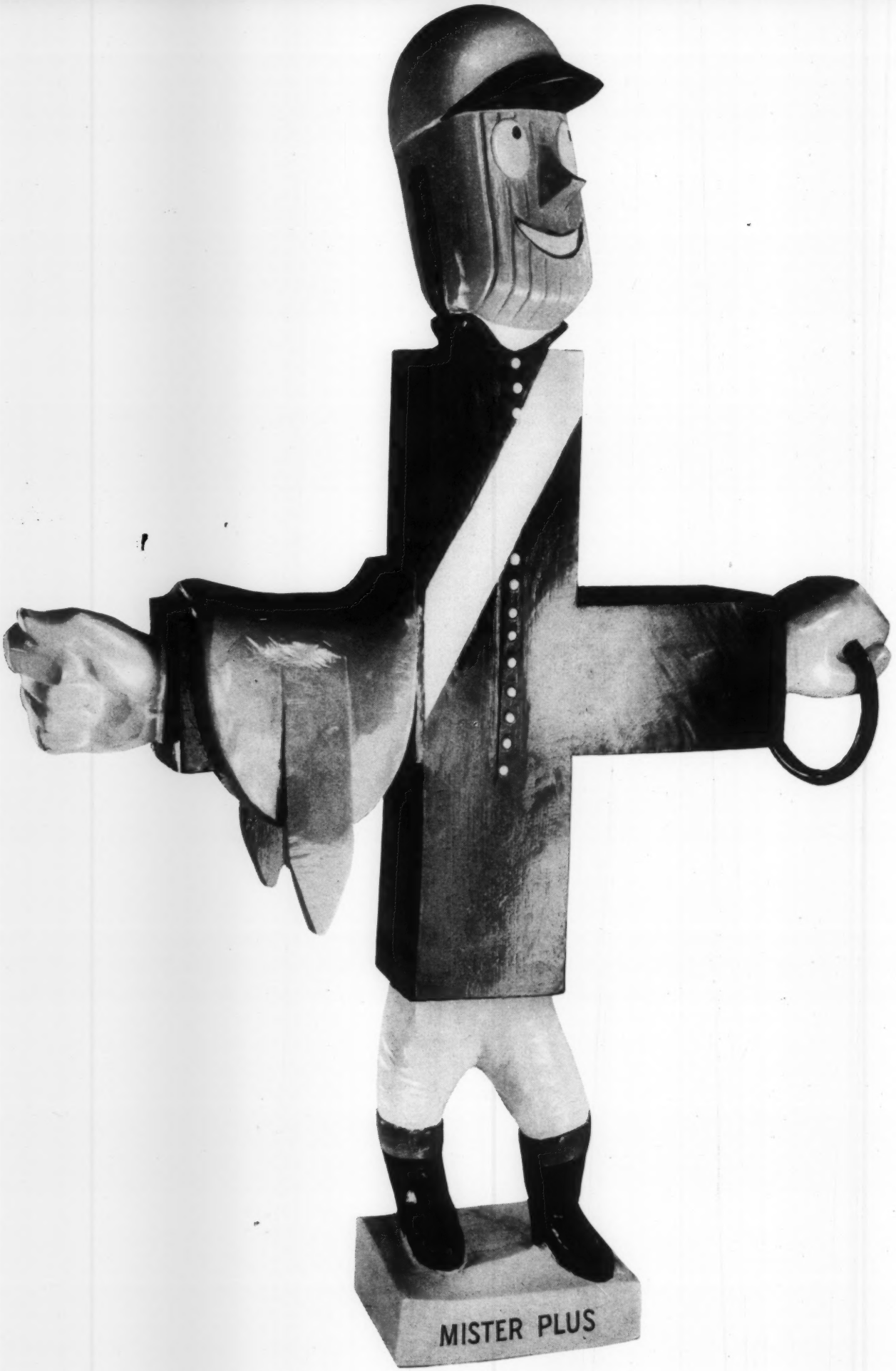


When you take Akron's fastest-growing station and northeastern Ohio's super-salesman . . . then put them together on the Sunshine Club . . . you have a combination that can't be beat . . . for sales punch . . . for vigorous merchandising . . . for direct results . . . it's WCUE in Akron, Ohio.

AKRON OHIO

One of Ohio's outstanding Independent Stations

SEE YOUR FORJOE MAN FOR DETAILS


MISTER PLUS

LIKE EVERYTHING ELSE wrought by man, every advertising medium has a hitch in it. Skywriting is splendid—except on windy days and during rainy spells. Newspapers are nice—but it takes so many of them to get your story into different markets from coast to coast. Magazines are mighty fine—if only your sales and distribution pattern happened to fit a given publisher's total circulation. And television is tremendous—but it still costs so much to reach so small a fraction of your 48-state market.

THERE IS A HITCH

There is even a hitch in network radio, the only true mass medium. All four networks blanket the biggest centers, of course—but recent research reveals that *only one* of the four really dominates the 17,000,000-family radio audience throughout *Non-TV America* . . . largely because this network, single-handed, provides more stations there than the other three combined. *Mutual* is the one network with this unique plus—and timely rate adjustments make Mutual the one network for you to hitch *to* . . . right now for '53.

MUTUAL

the plus network of 560 affiliates

Strictly Business

(Continued from page 14)

Baby Foods, Pet Milk, Cunard Lines, Sunoco Gas, French's Mustard, Stopette, Elgin Watches, Schick Electric Razor and Philco. The commercials last anywhere from eight seconds to two minutes, Mr. Behrend noted, and the price range is from $1,800 to $15,000.

Show Business Background

Mr. Behrend, who was born in Baltimore 54 years ago, received his basic training in show business and commented that he felt he has never really left the theatre. He went to New York after finishing high school to study at New York U. but left college to take a position as a stage manager. For the next three years, Mr. Behrend worked both in New York and on the road until World War I interrupted his stage career.

Following army service, he put in a short stint in the classified advertising department of the old *New York Telegram* and in 1919 joined Underwood & Underwood, well-known illustration photographers, as service manager. He remained with the firm until 1941 when he joined Sarra Inc.

It was during his tenure at Underwood & Underwood that he met Mr. Sarra, whom Mr. Behrend considers "the only honest-to-God genius I've ever worked with." He said he thoroughly enjoys his relationship with his boss and is happy to be associated with an industry that has a tremendous growth potential. The only drawback to his job, Mr. Behrend conceded, was that he has had to forego a large portion of the sales end to concentrate on overall administrative supervision.

Mr. Behrend is strong in the belief that the TV film commercial does "a terrific selling job" when proper attention is directed to its creation. He explained he applies the following yardstick, for which he did not claim originality, to test effectiveness: he turns off the sound and judges the commercial purely by its visual quality.

Mr. Behrend predicted that filmed commercials would continue to improve in the future with emphasis on simplicity. The coming of color television is going to have tremendous impact on all spheres of advertising, he noted, but he voiced one mild regret.

"We're going to have to learn techniques all over again," he said. "But we're trying to get ready for it. We're continually experimenting and hope to come up with some interesting techniques by the time color arrives."

Staff of About 100

Mr. Behrend supervises a staff of about 100 persons. The firm maintains offices in New York and Chicago, plus a sales outlet in Hollywood.

For all his success in the business world, Mr. Behrend is no joiner. He belongs to no clubs and has no hobbies except reading and the theatre. His wife is the former Esther Cohen of Jersey City, whom he married 29 years ago. They have three children, Daniel, William and Dean.

And perhaps the best index to Mr. Behrend's aversion to fuss is that this key executive of one of the top photographic companies in the world confessed he had no recent picture of himself.

"I've still got my photo when I was in the army," he grinned. "But that will show a lot more hair and leave out a lot of the gray ones."

After much urging, he sat for the one accompanying this sketch.

VELDE'S STAND

May Relax Radio-TV Ban

SOME of the 1953 hearings by the House Un-American Activities Committee will be broadcast, Rep. Harold E. Velde (R-Ill.), who will take the helm of the committee as chairman, said last week.

This is the first announcement that radio microphones and TV cameras will be permitted to cover House committee meetings since Speaker-to-be Joseph W. Martin Jr. (R-Mass.) declared he favored the right of each committee to determine for itself whether its hearings should or should not be broadcast or televised [B•T, Nov. 24].

Speaker Sam Rayburn (D-Tex.) banned radio and TV equipment early last year under an "interpretation" of the House rules. He said that because the rules did not encompass radio-TV coverage of committee meetings, it could not be permitted [B•T, March 10, 3].

Rayburn's 'Ruling'

In discussing the Un-American Activities Committee's plans to investigate Communists in colleges and labor unions, Rep. Velde said that televising some of the hearings would "educate" the public and enhance the committee's prestige.

It was an Un-American Activities Committee hearing in Detroit last March that brought the radio-TV ban into existence. Since then no House committee session has been covered by the broadcast media.

In the Senate each committee decides whether its hearings should be broadcast or not. In the 82d Congress, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, introduced a resolution (S. Res. 319) to ban microphones and cameras from Senate committees. The resolution was never reported out of committee.

The Man in the Blue Chambray Shirt

WE SEE by the *New Yorker* that some fellow who makes shirts has 279 of them, mostly colored, and that he would rather be caught reading the *Daily Worker* than have anyone see him in a white shirt before sundown.

We know 279 fellows who are in complete sartorial agreement with him. They have one kind of shirt—a 5½-ounce blue chambray, usually worn buttoned to the top without necktie—which goes on at sunrise. By sundown it has been replaced by a fleece-lined long-sleeved pullover (familiar to ex-GI's as a winter undershirt). Yet, gentle reader, these men are impeccably well-dressed, especially when they visit the bank to throw another crop check on the hopper. They're Iowa farmers, of the group that raised, among other things, 685,736,000 bushels of corn this year, 6,754,000 tons of hay and 3,415,000 turkeys.

They owned 17,307,402 acres of farm land, operated another 17,407,144 acres, purchased 35,841 pieces of new power machinery last year (bringing the total on Iowa farms to 485,068), produced 6,392,238,000 pounds of farm livestock, and (with the help of their chickens) five billion eggs.

These blue-shirted capitalists had $2,125,000,000 in farm income last year, enough to buy all the shirts they want—and practically anything else you have to sell. Next time you are in the market for markets, ask the Katz man to show you some WMT patterns, custom-tailored to the 5½-ounce chambray set. In New York, telephone PLaza 9-4460. WMT, CEDAR RAPIDS, 600 kc, 5,000 watts, Basic CBS Network.

BBC PREFERRED OVER VOA

But Voice Is Improving, 'Times' Survey Finds

VOICE OF AMERICA's broadcasting program has improved in effectiveness in some areas of the world since 1948, but in many countries the programs still have limited effect and influence, *The New York Times* has reported after making a survey of U. S. government information activities covering 44 nations.

British Broadcasting Corp., the survey showed, still is preferred over VOA in many countries because of "great objectivity and newsworthiness." In some countries, locally sponsored radio programs using material supplied by U. S. Information Service were reported "increasingly effective," the survey noted, while U. S. Armed Forces Radio Network programs were described as "popular" wherever available.

In most European countries checked, with the exception of Italy, the BBC was preferred. VOA, according to the survey, was sometimes criticized in France as "pedestrian, wordy, naive, trivial and frequently pedantic" but is rising in influence in Yugoslavia, Greece and Turkey although BBC is still regarded in those countries as superior.

BBC continues to dominate the field in the Middle East, South Africa and India and VOA's effect in Japan is reported as "insignificant," according to the *Times* survey. In Latin America, VOA is improving in effectiveness in Panama, El Salvador, Guatemala and Argentina but in the rest of the continent the BBC was reported to be generally preferred.

The survey indicated that educational and documentary films distributed by USIS and the Mutual Security Agency were regarded as "the most effective propaganda device."

COVERAGE

5000 watts (full time) on 630 kc, blanketing NEW ENGLAND'S SECOND LARGEST MARKET, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mv.

AUDIENCE

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs—programs designed for PRIMARY listening attention. Important because—listeners who really LISTEN, are buyers who really BUY!

more New Englanders listen to WPRO than any other Rhode Island station.

to reach the most buyers, BUY BASIC.. CBS ..WPRO AM & FM

PROVIDENCE · 630 KC · 5000 W

REPRESENTED BY RAYMER

SERVICE SKILLS

RTMA Training Program Set

VOCATIONAL training program designed to raise technical skill and business technique of radio-TV service technicians is being started by Radio-Television Mfrs. Assn. First step is opening of a "pilot" course in the New York Trade School [AT DEADLINE, Nov. 24].

The project was developed by the RTMA Service Committee under Chairman R. J. Yeranko, Magnavox Co. It aims to upgrade TV service technicians through existing vocational and trade schools. This is to be done by developing manuals and teaching aids reflecting recommendations of the radio-TV industry.

A model training program will be developed by a subcommittee headed by W. L. Parkinson, General Electric Co., aided by an advisory group representing all segments of the industry.

First material will be developed from an experimental course of lectures and bench work involving servicemen now practicing their trade. The New York Trade School is an endowed institution offering similar practical courses in various trades.

Industry subsidy of $80,000 will be needed to run the program for the first two years, after which it is to be self-supporting. Half the fund will consist of equipment to be donated by RTMA members.

Nearly 250 prizes, including amateur receivers, kits and other gear, are being donated for award to winners of a nationwide radio listening contest for youngsters. The contest is directed by R. W. Mitchell, chairman of RTMA Amateur Radio Activities Section. Nearly 9,000 entries have been received in the contest, sponsored by RTMA and *Boys Life* magazine in cooperation with American Radio Relay League.

L. A. AD WOMEN

Awards Luncheon Planned

LOS ANGELES Advertising Women will hold their seventh annual Frances Holmes Awards luncheon, April 12, at the city's Hotel Statler.

Open to all advertising women in the eleven western states and British Columbia, the competition will culminate in the presentation of "Lulus," gold trophies symbolic of outstanding achievement. Closing date for entries is March 12.

Martha Jeffres, Southern California Adv. Agencies Assn., Los Angeles, has been named coordinator of the competition. Serving with her are Beatrice Kentz, The Katz Agency, associate coordinator; Mary Cripps, Shaw Co., programs; Marion Sternbach, Dan B. Miner Co., brochures; Doris Allen, Southern California Gas Co., tickets-printing; Glad Hall Jones, KRKD, awards; Martha Fuller, Toys & Novelties Publishing Co., ticket-sales; Adene Wilson, *Los Angeles Examiner*, reception and hostesses; Jacqueline Britton, Smalley, Levitt & Smith Inc., publicity; and Harriette Bryson, Sparkletts Drinking Water Corp., decorations..

Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!

THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available . . . that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks. Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer head life

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by Minnesota Mining & Mfg. Co., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can. ℗ *The exclusive trade-mark of Columbia Long Playing Records—symbol of highest quality. Trade-Marks "Columbia," "Masterworks,"* ℗ℒ. © *Reg. U.S. Pat. Off. Marcas Registradas.*

JENNINGS SHIFT

To Join CBS Radio Sales

WARREN JENNINGS, former commercial manager of ABC's WJZ New York, will join CBS Radio Spot Sales as an account executive on Dec. 15 [CLOSED CIRCUIT, Dec. 1], it was announced last week.

Mr. Jennings

Mr. Jennings, who had held the WJZ post since Sept. 1, previously served for two years as national sales manager for the radio division of ABC Spot Sales, and before that was eastern sales manager for WLW Cincinnati, with headquarters in New York, from 1939 to 1950.

duPONT AWARDS

Scholarships Suggested

THE Alfred I. duPont Awards Foundation last week invited winners of the duPont Radio and Television Awards to apply the monetary value of the awards to the establishment of scholarships.

In accordance with a revision of declared purposes, the foundation believes that award winners, representing the highest development of radio and TV, will feel that the making of such a grant would be a gracious and persuasive phase of the best public relations both for the winners and for the broadcasting industry.

Nominations for the 1952 duPont Awards will be received until Dec. 31 at the office of O. W. Riegel, curator, Alfred I. duPont Awards Foundation, Washington & Lee U., Lexington, Va.

Listener Response

AS WPTW Piqua, Ohio, was airing the winter's first report of bad driving conditions, a motorist, who was tuned to the program while passing the station, lost control of his car, which skidded into a utility pole. Result: A power transformer was knocked out, putting WPTW off the air more than an hour.

Radio Club Anniversary

RADIO Club of America will hold its 43d anniversary banquet Dec. 12 at the Advertising Club of New York. Capt. L. V. Berkner, USNR, president of Associated Universities Inc., will speak on the future progress in science relation to communications and atomic energy.

INDIANA THEFTS

To Delay WSLM's Debut

THEFT of an estimated $10,000 worth of equipment has been reported by Don H. Martin, general manager, WSLM Salem, Ind., which was slated to go on the air today (Monday). It was reported that the theft would delay WSLM's debut a month.

Indiana State Police are reported to have been working on a theory that the thieves are an interstate gang who may be selling the equipment overseas. Similar thefts were reported at WCNB Connersville; WMRI Marion, WTTV (TV) Bloomington, and several relay stations during the past few months.

RCA-NBC Seminar

PUBLIC relations seminar for Negroes in the Chicago area will be conducted by NBC and RCA Dec. 11 at the network's studios in the Merchandise Mart. More than 50 leading Negroes in the area will be invited to the day-long session to discuss NBC and RCA relations with members of the colored community. Speakers will include Sydney Eiges, NBC vice president in charge of press and information; Edward D. Madden, vice president and assistant to the president of NBC; Stockton Helffrich, manager of continuity acceptance, and Joseph V. Baker, public relations counsel. Executives on the Chicago staff will attend.

WKBS PROPOSAL

Offers Railroad Free Ads

LEE HOLLINGSWORTH, president, Key Broadcasting System Inc., licensee of WKBS Oyster Bay, Long Island, N. Y., has offered to lend the Pennsylvania & Long Island Railroad a helping hand. What's more, Mr. Hollingsworth is willing to help, free of charge.

Mr. Hollingsworth wrote the firm that he noticed that in an annual report, the Long Island Railroad listed liabilities of $2,801,782.37.

"Send us a description of all Long Island Railroad properties that are offered for sale and we will advertise same as a public service; to insure that the Long Island taxpayer and our public schools, realize as much as possible from the sale of these properties," Mr. Hollingsworth wrote.

New WGH Studio

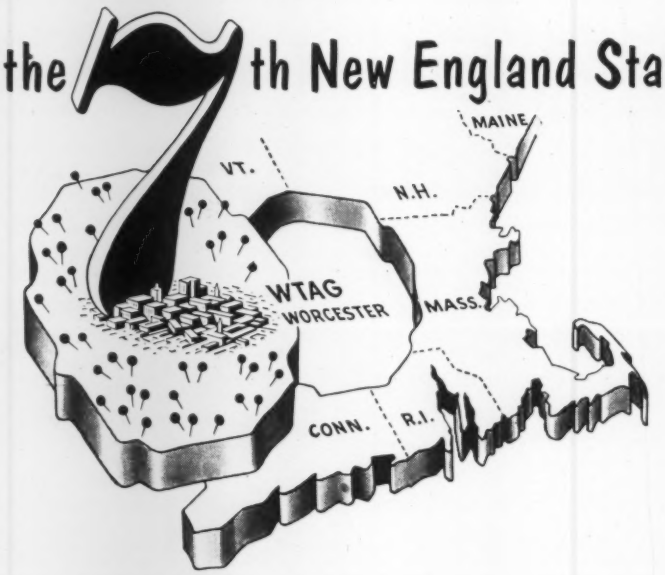
WGH-AM-FM Newport News, Va., announced last week that it had awarded a contract to the James B. Denny Jr. contracting firm for construction and equipping of a new Norfolk studio. Work already has begun. New studio and offices will occupy the entire second floor of the recently constructed home of the Tidewater Automobile Assn. under a 10-year lease, effective Jan. 1.

When statistics you compare

Analyze or e-v-a-l-u-a-t-e,

They give us the very best share*

of the 7th New England State



*The lion's share of this 3rd largest New England market

WTAG AND WTAG FM • 580 KC • BASIC CBS

WORCESTER, MASSACHUSETTS

See Raymer for reasons

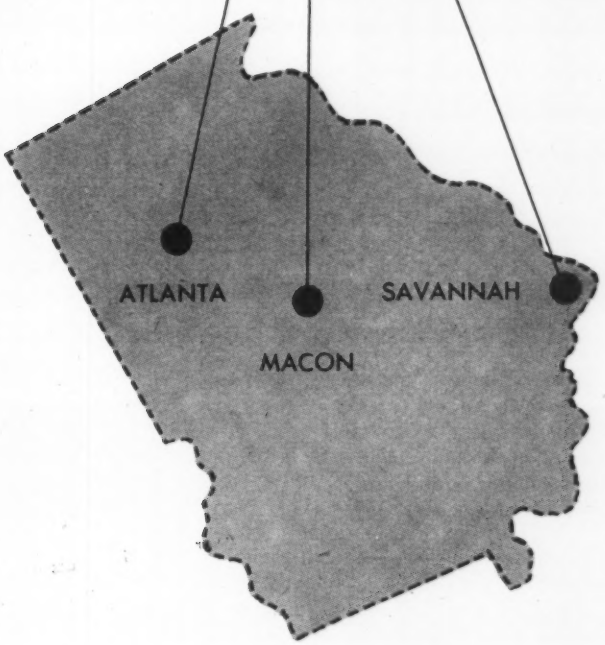
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA
WAGA
5000w 590kc
CBS RADIO

MACON
WMAZ
10,000w 940kc
CBS RADIO

SAVANNAH
WTOC
5000w 1290kc
CBS RADIO



the* TRIO *offers advertisers at one low cost:

CONCENTRATED COVERAGE
•
MERCHANDISING ASSISTANCE
•
LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
•
DEALER LOYALTIES

in* 3 *major markets

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

CO-OP BOOST

TAB Hears Fellows

BROADCASTERS and dealers should work together for their mutual advantage in encouraging use of cooperative advertising, members of the Tennessee Assn. of Broadcasters were told Nov. 24 at their Nashville meeting. Featured speaker was Harold E. Fellows, NARTB president, who lashed at self-appointed critics who are sounding radio's death knell [B•T, Dec. 1].

In the co-op discussion A. A. Woodruff, General Electric Supply Corp., told broadcasters they could help the dealer buying co-op time by assisting him in selecting the best type of programs and aiding him in processing claims.

L. J. Mulhall, Philco, advised the small dealer to tie in with the national advertising program. He stated that too many small dealers of nationally advertised products do not know about tie-ins.

Other panel speakers were George Hill, General Shoe Corp., L. M. Rowe, RCA, and H. W. Goll, Sinclair Refining Co. F. C. Sowell, general manager, WLAC Nashville, was the moderator.

Fred A. Palmer, radio consultant, urged broadcasters to keep an eye peeled on their programming. "Programs built the radio industry, but broadcasters are strangling radio because they are getting away from programs."

Rep. J. Percy Priest (D-Tenn.), and member of the House Interstate & Foreign Commerce Committee, told the group that grass roots advice from broadcasters would result in better legislation affecting the industry.

Other convention speakers included Sen. Estes Kefauver (D-Tenn.), Tennessee Governor-Elect Frank Clement, and C. E. Arney Jr., secretary-treasurer of NARTB.

TAB re-elected Parry Sheftall, WJMZ Clarksville, president; Ruth Clinard, WMAK Nashville, secretary-treasurer, and Earl Winger, WDOD Chattanooga, was elected vice president.

New directors chosen included John Cleghorn, WHBQ Memphis, and Carter Parham, WDEF Chattanooga. F. C. Sowell, WLAC Nashville, was re-elected to the board.

TAB voted to have next year's meeting in Chattanooga.

NEWLY-ELECTED TAB officers include (l to r) Mr. Cleghorn, Miss Clinard and Messrs. Sheftall, Winger and Sowell.

KRANTZ Brewing Co., Findlay, Ohio, through Marcus Adv., same city, has commissioned Phil Davis Musical Enterprises to originate a musical trademark for its Old Dutch beer.

$1 Million Man

WOR New York account executive Zang Golobe was credited by the station last week with bringing in net billings of $1 million in the past 2½ years. To honor his initiation into the select circle of "million dollar men," WOR presented Mr. Golobe with an inscribed wrist watch.

CBS Retroactive Pay

WAGE Stabilization Board has approved a new wage contract between CBS Hollywood and Radio Writers Guild and between $4,500 and $5,000 in retroactive pay was distributed to staff continuity writers this past week. Wage increases negotiated in the new contract, retroactive to Nov. 1, 1951, bring the scale to $110 per week for the first year and $130 weekly thereafter.

ABC SHIFT

Oberfelder Elected V. P.

TED OBERFELDER last week was elected vice president in charge of owned radio stations for ABC. He has been director of owned radio stations since last Mar. 15, and before that was general manager of ABC's WJZ New York.

Mr. Oberfelder

Mr. Oberfelder, whose promotion was announced Thursday by President Robert E. Kintner, was credited with an instrumental role in "the new impetus given to the five key stations of the ABC radio network." The stations are WJZ, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco.

The new vice president has been with ABC since February 1945, when he joined the advertising and promotion department.

Entering radio in June 1934, Mr. Oberfelder served first as director of promotion, merchandising and research for Hearst Radio, moving to the *Philadelphia Inquirer* in September 1937 as promotion manager. In October 1941 he went to WCAU Philadelphia as promotion manager and in September 1943 was named director of promotion, publicity, merchandising, and research for WFIL, Philadelphia.

IN SYRACUSE . . . TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate *surveys of television homes* show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

Survey	Date	Number of Homes Called	Number of TV Homes	TV Homes Only, Average Hours per Day	
				Radio	Television
No. 1	Oct. 51	763	493	2.90	4.50
No. 2	Dec. '51	704	493	3.24	4.76
Combined		1467	986	3.07	4.52

The Survey Also Showed:

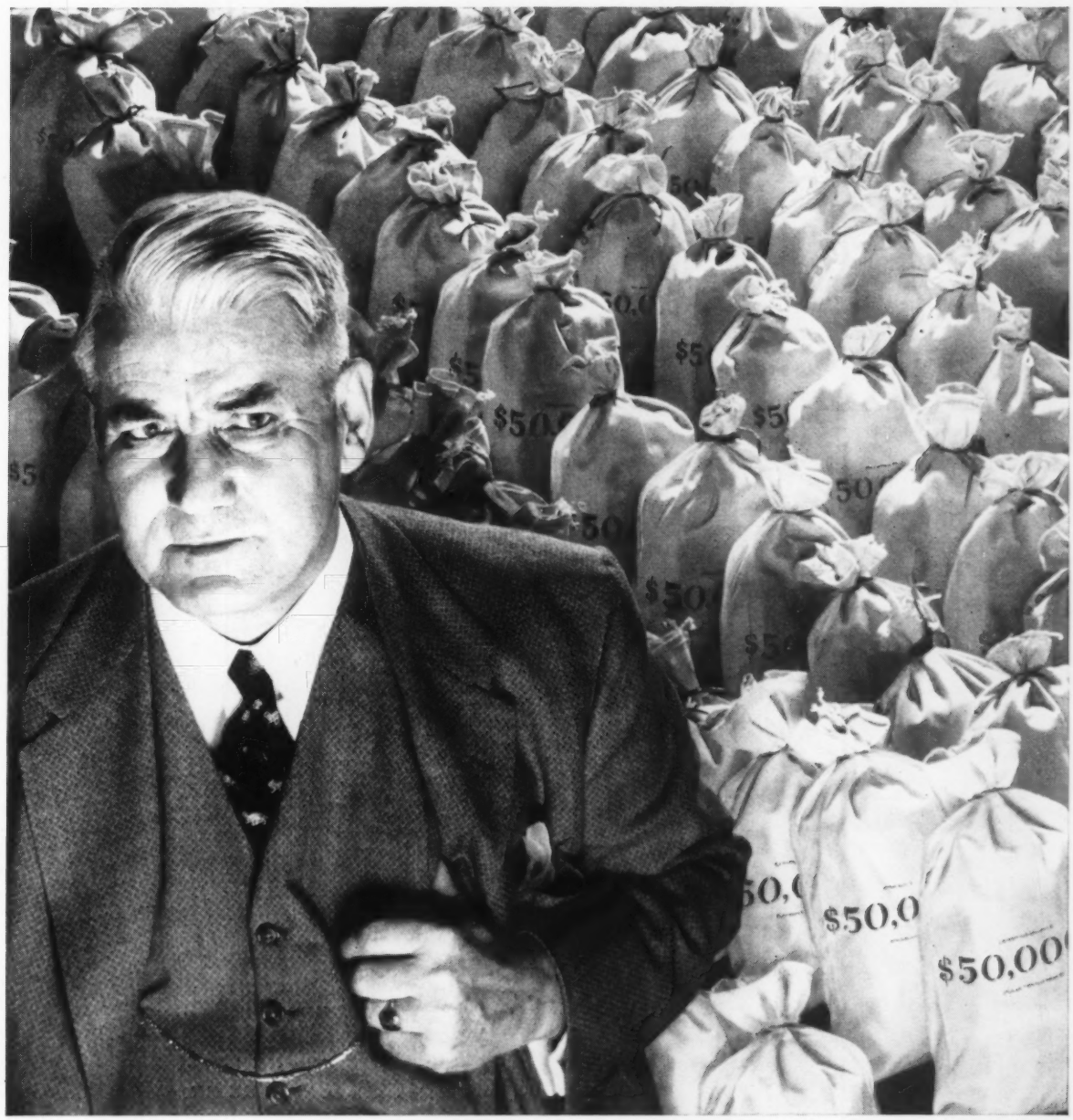
1. An average of 2.4 radios per TV home.
2. 61 radios purchased *after* the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has *not* replaced radio—merely *supplements* it as a source of information and entertainment.

Another Significant Fact...
WSYR BLANKETS RICH CENTRAL NEW YORK

WSYR SYRACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV... the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.



Mr. J. Stewart Jamieson, President, Lincoln Printing Company, New York City and Chicago

"Would $50,000,000 make you nervous?"

"If a $50,000,000 sale depended on your shipment being delivered overnight—you'd be nervous, wouldn't you?

"But that's just routine for us!

"We are financial printers. When securities are issued, our job is to get prospectuses into the hands of underwriters and dealers on time.

"Success or failure in marketing the issue, depends to a very great extent on our performance.

"We don't take chances. We use Air Express. In a matter of hours, those precious papers are being delivered in financial markets all over the country. That kind of dependability is priceless. Yet Air Express rates on our shipments are usually the *lowest!*

"Air Express has saved us many an ulcer—and many a shipping dollar! In a very real sense, we have grown because of Air Express."

AIR EXPRESS

GETS THERE FIRST

Division of Railway Express Agency
1952—our 25th year of service

"FAVORITE STORY" WILL BE **YOUR** SUCCESS STORY!

Week after week, story after story, the most vivid and exciting dramas ever presented to any audience anywhere!

- **STORIES** that leave this week's audience eager for next week's show!
- **SCRIPTS** sparkling with the creative genius of Lawrence and Lee!
- **ACTORS** . . . always the perfect cast . . . a galaxy of headliners!
- **SETTINGS AND COSTUMES** an artistic triumph for each program!
- **MUSIC AND DIRECTION** fresh and vigorous that make each program come vibrantly alive!
- **PROMOTION** . . . finest array of merchandising aids in TV history!

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAGED!

ZIV TELEVISION PROGRAMS, INC.
Proudly Presents
ADOLPHE MENJOU
YOUR STAR AND HOST IN
"FAVORITE STORY"
Produced with a Master's flair...
CENTRAL BUREAU
VERY HALF HOUR A COMPLETE STORY...
VIVID AND REWARDING EXPERIENCE
IN TELEVISION DRAMA!
the first name in outstanding television production
ZIV-TV
ZIV TELEVISION PROGRAMS, INC.
1529 MADISON RD. CINCINNATI, OHIO
NEW YORK HOLLYWOOD

GED!

XUM

editorial

Playing Cop

WE SOMETIMES wonder whom the FCC is kidding other than itself. A fortnight ago it issued a construction permit for a new vhf television station at Colorado Springs to TV Colorado Inc. But it did so with conditions. The applicants, in their zeal to prepare for operation, poured concrete foundations and put up a transmitter building, to beat the Pike's Peak winter freeze. They did this to the tune of $30,000.

The FCC, in issuing the conditional permit, reprimanded the station for beginning construction prior to obtaining its grant. It cited the alleged law to back it up. The condition imposed was that it abandon its $30,000 worth of construction and start over again, even though it would be only a few dozen feet away.

What earthly good did the FCC do in meting out this punishment? It simply takes additional manpower and materials to do the same job. We question whether there was even a technical violation of the law, since equipment was not hooked up and there was no unauthorized transmission. The applicants took a gamble on getting the permit.

It's our guess that the FCC just doesn't want to meet head-on a situation where an applicant has an investment in facility, whereas his opponent might not. The FCC ought to disregard these collateral factors and have the guts to say "no" if the gambling applicant doesn't make the better case.

Great Patent Mystery

NEARLY a year ago grand jury proceedings were instituted against 20 corporations in the radio, television and electronics industry by the Attorney General alleging violations of the anti-trust laws and other criminal statutes. They were initiated under circumstances that even today are cloaked in mystery.

The 20 companies were asked to dredge up patents, records, correspondence, memoranda, license agreements, and related data going back to 1934. RCA, as the largest single entity, is called upon to supply tremendous volumes of data. Color television is prominently in the picture. So is FM.

RCA sought to have the proceedings quashed as unreasonable and oppressive. Moreover, it contended that the 1932 Consent Decree disposed of practically all of the issues as to patents. RCA lost on this motion last October in the U. S. District Court in New York.

At this time, when government is being reappraised, and when the Dept. of Justice itself is under pains to root out corruption, it is appropriate for Attorney General McGranery to take a look at this case and what motivated it. There's reason to believe that the Department, under other auspices, did not act on its own motion last February. That's a mystery within the mystery.

There's more than a suspicion that the case germinated in the FCC. It apparently had its beginnings in the bitterly fought color television controversy. There are overtones that lead back to the frenzied battle over FM. We suspect that the case incubated in the FCC's Law Department, and with the knowledge, if not the consent, of certain members of the FCC itself.

During the white heat of the color TV hearings, the FCC conducted a questionable survey into patent holdings through one of its staff lawyers, William K. Bauer. General Counsel Benedict P. Cottone was in it too. There was guidance, perhaps extra-officially, from certain FCC members. It now seems obvious that these records were turned over to the Dept. of Justice and that the then Attorney General, Mr. McGrath, was inveigled into instituting the proceedings.

It isn't necessarily true that there was mischief in this proceeding. But it is true that the Dept. of Justice has undergone sweeping top-level realignment since then because of disclosures of corruption.

We are in a half-war economy. Every resource is being geared toward maximum production in electronics, as important as the production of guns and bullets. Many of the companies are hard put to get competent personnel. The dragnet subpoenas constitute an excruciating burden. There's more competition in electronics than there is in the automotive industry. There's wide open patent interchange. At the Government's insistence, electronics has been stepped up from about $1 billion to $8 billion since the last war—capacity to meet any contingency.

Many of the companies cited are FCC licensees, through owned-and-operated radio and TV stations or networks. The jobs performed in production and in radio and TV broadcasting have won general commendation. Industry growth has been spectacular. It has not been oppressive.

In the light of these considerations, we commend to Mr. McGranery, in these final weeks, a full review of this proceeding. Ventilation is called for. If there was error, innocent or willful, his duty is to correct it. If there's justification in his judgment, he should make that conclusion known.

If the incumbent Attorney General does not review this case forthwith, we venture that Attorney General-designate Brownell will dig into it shortly after he assumes office next Jan. 20.

McCarthy on the Prowl

EVEN BEFORE the Republicans have had the opportunity to reorganize the Senate, truculent Sen. McCarthy of Wisconsin announces that the FCC is practically No. 1 on his hit parade of investigations. He charges the FCC with dire transgressions. He alleges complaints against the agency, but doesn't disclose who did the complaining.

There may well be an investigation of the FCC at the next session. After all, the Republicans have been waiting for 20 years to fry a few Democratic fish. But Mr. McCarthy seems to forget that there is another standing committee of the Senate—the Interstate & Foreign Commerce Commitee—which is vested with control over communications, among other assigned functions under the Congressional Reorganization Act.

We doubt whether Sen. Tobey of New Hampshire, slated for the Commerce Committee chairmanship, will step aside for Sen. McCarthy's Government Operations Committee. Mr. Tobey is a firebrand in his own right, and on a jurisdictional question of this kind it's likely that both Democratic and Republican members of his committee will side with him on whose meat the FCC happens to be.

Seems to us that the solons might well wait until they find out what incoming President Eisenhower proposes to do about the FCC before they embark upon investigations. It's more than likely that many of the fish they want to fry will have left for other waters before the changing of the White House guard next January.

our respects to:

SIDNEY JOSEPH WOLF

WITH undue optimism, Sidney Joseph Wolf entered the broadcast business fully expecting to annex his radio interest in Keystone Broadcasting System as just another investment. He's learned differently in the past 12 years as his earlier pre-occupations with law and real estate have become subsidiary interests.

Now president and majority stockholder of Keystone, the nation's only transcription network, Mr. Wolf headquarters in Chicago, supervising from there sales on both coasts. He has applied fundamentals gleaned from many years in law and business to his broadcast endeavor, bringing to it also a perspective from the outside world in which radio "was merely something we listened to."

Still a practicing attorney, Mr. Wolf has cut down his corporation and trial work to about 10% of his working time, wandering in and out of his law offices next to Keystone's suite.

Mr. Wolf was born in Chicago July 5, 1898, and has two sisters and two brothers, one of whom, Arthur, is a lawyer in partnership with him and is also secretary-treasurer of Keystone.

Despite lucrative inducements from his father, who owned a successful furniture store chain, Sidney Wolf followed through on his youthful determination to become a lawyer, getting his jurisprudence degree from the U. of Chicago in 1921.

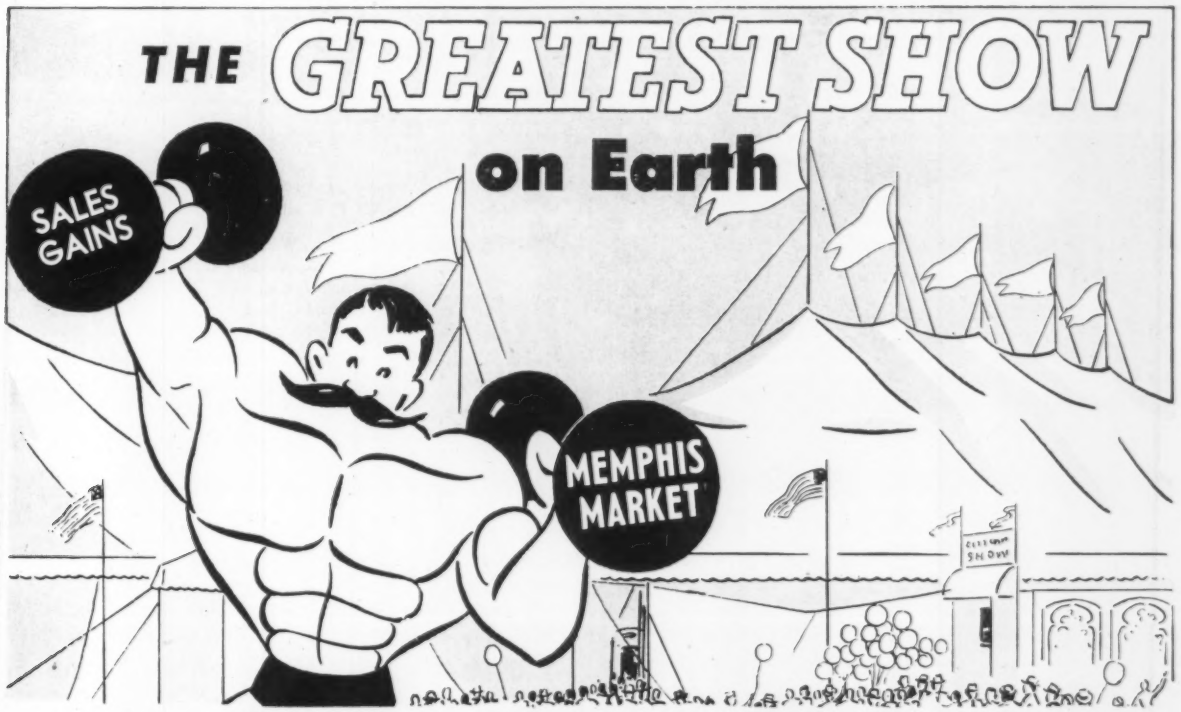
Mr. Wolf also took his pre-law work at the U. of Chicago, getting his bachelor's degree in 1919. He lived on the South Side campus, as the family home was far north. He was a charter member of Zeta Beta Tau social fraternity, and served as an officer several times.

The basics of trigonometry and solid geometry, he's convinced, help immeasurably in logical thinking, a requisite for legal success. This, plus post-graduate work in accounting at Northwestern U., have enabled him to supersede Keystone's original red figures with lots of black ones.

His college studies were interrupted briefly for a stint in the Army field artillery. He enlisted in June 1918, trained at Ft. Sheridan, graduated from officers candidate school at Camp Taylor in Louisville and emerged the following December as a second lieutenant, returning to the U. of C. to graduate with his regular class in the spring of 1919.

Mr. Wolf has two especially poignant money memories, one happy and one sad. He's still

(Continued on page 62)



IN the South's Largest Market Area

Covered by Memphis No. 1 Station

If you're looking for bigger and better markets to conquer, here are two strong points in your favor in the Mid-South: (1) The Memphis Market comprises 76 rich counties with a buying potential of over $2 Billion. (2) You can get complete coverage of this vital area with a single schedule on WREC. With the highest Hooper rating of Any Memphis radio station, WREC has the power, the engineering perfection and the quality programming to keep a steady audience of interested listeners in a receptive mood. And, WREC prestige adds impetus to buying, too!

WREC

MEMPHIS NO. 1 STATION

Celebrating Our 30th Anniversary Year

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO 600 KC, 5000 WATTS

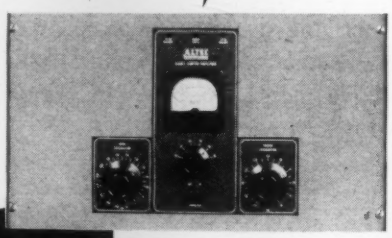
ELIMINATE OVER-MODULATION

The ALTEC A-322C Limiter Amplifier

Here is a limiter amplifier that has a truly rapid attack time (0.2 milli-seconds) and will let you maintain high modulation percentages without fear of exceeding your modulation limits. It provides you with completely automatic maximum volume control.

The A-322C operates as a true linear amplifier up to a selected level and then limits the volume output above that point without audible noises associated with most limiter amplifiers. In every way—attack time—power output—quality and flexibility—the Altec A-322C limiter amplifier is the finest..

Attack Time: 0-.0002 second
Release Time: 0.5 second
Compression Ratio: 10:1 beyond limiting point
Limiting Threshold: +25.2 dbm, +33.2 dbm.
Power Output: 2.1 watts
Gain: 60 or 68 db
Frequency Response: ±1 db, 20-20,000 cycles



ALTEC® LANSING CORPORATION

the Symbol of Quality

Distributed by GRAYBAR

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

front office

F. SIBLEY MOORE, assistant treasurer, WJR Detroit, promoted to vice president.

FELIX ADAMS, program director, KLAC Hollywood, transfers to sales as account executive.

ALEX BUCHAN, manager, WMMW Meriden, Conn., to WICC Bridgeport, Conn., in same capacity, replacing **PAUL MARTIN** who has resigned. **NELSON DANIELS, WARNER MOORE** and **WILLIAM CRUIKSHANK** added to sales staff, WICC.

Mr. Buchan

WILLIAM A. CORMAN, KHJ-TV Hollywood sales account executive, to similar post at WOR-TV New York.

MERRIT WILLEY, vice president and general manager, Guild, Bascom & Bonfigli Inc., S. F., to KHJ Hollywood as account executive.

G. P. RICHARDS, manager, WHBL Sheboygan, Wis., has resigned. Future plans have not been announced.

GEORGE R. TURPIN elected vice president and general manager, KEYY Provo, Utah.

ARTHUR W. BAGGE promoted to radio sales manager in Chicago office of Free & Peters Inc., radio-TV station representative firm.

MARGARET NORTHRIDGE named assistant to **JOSEPH A. LENN**, vice president in charge of sales at WHLI Hempstead, N. Y.

GEORGE BAREN BREGGE, assistant sales director, WDTV (TV) Pittsburgh, Pa., promoted to sales director. **DONALD MENARD**, station's sales staff, named operations manager.

SAM JOHNSTON to sales staff, WKRC-TV Cincinnati.

WILSON LEFLER, account executive, KECA-TV Los Angeles, to KMJ-TV Fresno, in same capacity.

ED MASON elected vice president of Western Plains Bcstg. Co. and manager of KXXX Colby, Kan.

FRANK SMITH, sales service representative, KLAC Hollywood, promoted to account executive.

VANCE HARRISON to WSYR Syracuse on sales staff.

BILL LAMAR appointed assistant manager, KCOR San Antonio, Tex.

Personals . . .

JOHN H. NORTON Jr., ABC Central Div. vice president, elected vice president of Chicago Tower Club. . . . **THAD M. SANDSTROM**, general manager, KSEK Pittsburg, Kan., elected president of Pittsburg Chamber of Commerce. . . . **GILBERT W. KINGSBURY**, administrative assistant to the president, Crosley Bcstg. Corp., Cincinnati, elected vice president of Cincinnati chapter, Public Relations Society of America.

LUNCHEON gathering at first of Mutual's six regional affiliates meetings being held from Nov. 13-Dec. 9, includes (looking clockwise from front) Ben Strouse (head turned), WWDC Washington president; J. Glen Taylor, General Teleradio vice president and MBS board member; Victor Diehm, president, WAZL Hazleton, Pa., and WIDE Biddeford, Me.; J. Patrick Beacon, president, WVVW Fairmont, W. Va.; Thomas F. O'Neil, MBS president and board chairman, and Benedict Gimbel Jr., WIP Philadelphia president.

This "ghost" clanks chains behind a nameless door!

In an office with a number but no name on the door, in a building that may be within walking distance of your own, a man is manipulating a machine against the public interest. A counterfeiter, you ask?

Yes—a counterfeiter of truth. The powers behind this man have discovered that in murdering facts, a mimeograph is mightier than a meat-ax, and that you can't beat a duplicator for sheer duplicity!

Mr. Nameless is busily grinding out propaganda against inter-city trucks. Some of it may see print, where it will help Mr. Nameless' backers to forge chains that will shackle the trucking industry and, in doing that, cripple the nation's economy, too.

Streaming from this busy mill is a flood of handouts for press and radio. They take many forms. But all of them have five glaring deficiencies in common:

1) Usually just the ghost of a fact has been blown up, twisted and distorted to serve selfish interests.

2) **When you try to track down the source, you'll find a "front" organization of some kind, financed wholly or in part by the antitruck faction.**

3) When the writing makes direct reference to trucks, the stories are tinged with emotional words instead of the factual tone that editors, broadcasters and commentators have a right to expect.

4) **The stories are salted with clichés. Samples, like "highway boxcars" and "behemoths of the highways", you may recognize on sight. These labels work best when read by the uninformed, but they also fool a lot of smart people who don't bother to look behind the label for the reality.**

5) Another clue to the true nature of this material is this: No mention is ever made of the tremendous contribution of the trucking industry to the American economy, the defense effort, and the well-being of every man, woman and child in the United States. Such information, were it generally known and appreciated, would put Mr. Nameless out of work!

JOHN V. LAWRENCE, *Managing Director*
American Trucking Associations

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.

WSJS

1/5th* of all
Automobiles
Sold in North Carolina
ARE SOLD IN
WINSTON-SALEM'S
WSJS
15-COUNTY
MARKET
*104,500,000 S. M.
1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

air-casters

FREDERICK P. LAFFEY returns to WLAW Boston as program director, after discharge from U. S. Army.

BOB CRANE appointed program manager, WICC Bridgeport, Conn., succeeding **WALLY DUNLAP** who will devote full time to station's TV operation.

JUDITH WALLER, director of public affairs and education for NBC's Central Div., was honored for "30 years of outstanding public service in radio" during American Medical Assn. broadcast on NBC Nov. 22.

ROBERT COSTA, program director, KGMB Honolulu, named program director of KGMB-TV, succeeded by **ARTHUR HANSEN,** announcer at KGMB.

BOB REED, director of *Name That Tune* on NBC, to WRC Washington to star on *Timekeeper* show, replacing **BILL HERSON** who has resigned [B•T, Dec. 1, 1952].

Mr. Reed

RICHARD M. MALL appointed director of public affairs, WLWC (TV) Columbus, Ohio.

JANE WINNE, production staff, WFMB-AM-TV Indianapolis, to KRES St. Joseph, Mo., as production director.

ROBERT HINNERS, program director, WSGW Saginaw, Mich., to WLEC Sandusky, Ohio, in same capacity. **JACK SHANNON,** program director, WONW Defiance, Ohio, added to WLEC's announcing staff.

CHARLES C. CRAIG, production and sales departments, KFMB-TV San Diego, to KLAC Hollywood, as program director.

NUELL BENTON, promotion-publicity, Sunland Music Inc., L. A. (distributors for MGM records), to KROP Brawley, Calif., as program director.

STUART GRAY, NBC, Chicago, to WKRC-TV Cincinnati, as announcer.

JAY CREEDON to WICE Providence, R. I., as disc jockey.

NILES CUNNINGHAM, film department, KLAC-TV Hollywood, transfers to head of traffic operations.

BOB VAN CAMP, WSB-AM-TV Atlanta personality, elected president of Atlanta Opera Co., and member of board of Atlanta Theatre Guild.

RUTH CRANE, WMAL-AM-TV Washington women's commentator, presented with Red Feather "Oscar" for participation in Community Chest-USO Campaign in that city.

MARION CLARK, Ford Foundation, N. Y., to WLOW Norfolk, Va., as head of continuity department. **RAY BATEMAN,** WTAR Norfolk, transfers to WLOW.

JUNE MANDEL, ASCAP, and **JOAN KIEF,** Radio Free Europe, to WHLI Hempstead, N. Y., script department. **JOAN LEE FERBER** appointed assistant to **GEORGE BALL,** WHLI director of public affairs.

AL HELFER, chief sports announcer at MBS, has taken on added duties as sports editor of *Real Magazine,* monthly magazine for men.

MARYLEE ROBB, who portrays Marjorie on NBC radio *Great Gildersleeve,* and **CHARLES VANCE SMITH** will be married Dec. 13.

DON FORBES, executive director, KLAC-TV Hollywood, is completing narration for RKO feature film, "The Sea Around Us."

DOROTHY MAESTRI to WICC-TV Bridgeport, Conn., as traffic manager.

WALTER ORWALL, WGN-TV Chicago, appointed floor director there.

JOAN VOHS, Hollywood TV actress, and **EDWARD BINNS,** New York TV actor, assigned roles in Sequoia Productions feature film, "Harness Bull."

JOHN LUND, film star, assigned title role on CBS Radio *Yours Truly, Johnny Dollar.*

JIM GIBSON, clerk in transcription department, KNX Hollywood, promoted to head of department.

LEE LEONARD to WLOW Norfolk, Va., as disc jockey.

SIDNEY L. GUNTER Jr., composer and entertainer, to entertaining staff, WWVA Wheeling, W. Va.

JERRY GRAY, orchestra leader on CBS Radio *Club 15,* father of boy, Albert, Nov. 22.

LEWIS KLEIN, WFIL-TV Philadelphia staff director, father of boy, Nov. 20.

FRANCIS SCOTT, assistant to TV operations manager at NBC Chicago, father of boy, William Francis, Nov. 23.

BOB BURNHAM, announcer-disc jockey, KSTP Minneapolis, father of girl, and **JACK HORNER,** station's sports director, father of boy.

GEORGE CAMPBELL FLOURNOY, Hollywood TV director, and **NANCY SHELDON,** Hollywood TV actress-singer, were married Dec. 6.

FRED WALKER, director of public affairs for WTTM Trenton, and Catherine Sullivan were married Nov. 26.

SKIP MADDOX, announcer-disc jockey, WANE Fort Wayne, Ind., father of girl, Donna Jean. **WILLIAM S. FRASER,** WANE announcer, father of boy, William.

JACK WEBB, producer-star of NBC-AM-TV *Dragnet,* father of girl, Nov. 29.

GENE NORMAN, disc m.c., KLAC and KHJ-TV Hollywood, father of boy, Dec. 1.

News . . .

JACK K. HOLT, KFUO-AM-FM St. Louis, to WCNT Centralia, Ill., as news editor.

GEORGE FRIEDMAN, KGVO Missoula, Mont., to news staff of WBBM Chicago.

ALBERT B. LARSON, assistant news editor, WALL Middletown, N. Y., promoted to news editor there.

ROBERT THOMAS, news editor, KEX Portland, Ore., elected president of city's chapter of Sigma Delta Chi.

Watch for
BIG
NEWS
at
KFMB
RADIO STATION
San Diego, California

WROL SERVICE
Aids in Snowstorm Crisis

DURING what it believes was the heaviest snowfall in southeastern history, WROL Knoxville "added a feather to radio's cap" and that of its own by functioning "as only a radio station can," in helping its listeners through the crisis, according to the station's report last week.

The station operated on auxiliary equipment for more than 52 hours when its main transmitter failed during the 22-inch snowfall, which assumed serious proportions Friday afternoon, Nov. 19, and lasted through the weekend.

During the snowstorm, which the station says virtually paralyzed the city's communication, power and transportation systems, WROL devoted the greater part of its schedule to public service announcements and programs, weather information and reports on highway conditions.

Announcers Hal Durham, Bill Johnson, Joe Halburnt, Louis Chiles, Tom Carlisle and Art Metzler kept listeners posted on late developments. No NBC service was available for most of the crisis. WROL newscasts were devoted mostly to local news because the UP wire was out until Saturday afternoon. WROL fed the Kentucky-Tennessee football game in Knoxville over the one line available from the telephone company to the Vol Network of 35 stations, and to Kentucky stations which had planned to air the event, in a single broadcast. It was aired by announcers for WROL; WVLK Lexington, Ky., which feeds three other stations; WHAS Louisville and WLAP Lexington, which feeds the 26-station Ashland Oil Network. WLEX Lexington also carried the broadcast.

Knoxville "ham" radio operators relayed sports' writers accounts of the game to other radio stations and newspapers, after regular communications failed.

WROL also broadcast information from city and state officials and utility representatives by telerecording.

L. A. PROGRAM CHANGE
Made After AFTRA Ruling

FOLLOWING an American Federation of Television and Radio Artists ruling that members of church choirs, soloists and actors who appear on TV religious shows with any commercial aspect must belong to that union and be paid scale, *Inspirational Hour* on KECA-TV Los Angeles has changed its name to *Inspirational Guest Hour*, with program now open to amateur participants on a contest basis.

Format change was made after AFTRA pointed out that the nondenominational *Inspirational Hour* group, through a local advertising agency, sold spots to various advertisers on the weekly program, thereby making it commercial. Program, on KECA-TV since July 20, was started on KLAC-TV Hollywood in October 1950 under the old format with Cordell Fray as producer.

Amherst Ad Panel

PANEL discussion on "Advertising as a Profession and Its Relations to Radio and Television" was to be held on the Amherst College campus Saturday as part of the school's annual Career Conference for undergraduates. Panel members included George Bristol, CBS Radio director of sales promotion and advertising; John U. Reber, vice president, J. Walter Thompson Co., and James P. Wilkerson, account executive, Young & Rubicam.

Capitol Records Income

CAPITOL RECORDS Inc. reports net income of $439,721 for the 12 months ending Sept. 30, equal to 87 cents a share on 476,230 common shares. For the preceding year the figures were $477,738 or 83 cents a share. President Glenn E. Wallichs said sales have been increasing for several months and for the 12 month period totaled $14,312,017, an increase of $1,068,172 over the $13,243,845 in the preceding year.

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL. . . . . TEL. 8202
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MONTREAL, QUE. . . . . TEL. ATLANTIC 9441
NEW YORK CITY . . . . TEL. MURRAY HILL 9-0200

(Advertisement)

From where I sit *by* Joe Marsh

A Little Matter of "Safe-Keeping"

Our town had a bank crisis yesterday. Luckily our financial wizards were equal to the situation.

When Chip Howell, manager of one of our two banks—the Farmer's National—came to work they told him that the vault wouldn't open. Somebody had set the time lock two days ahead by mistake!

"What a spot we were in!" Chip relates. "The only cash available was in our pockets. So, swallowing my pride, I hustled over to the Bradford Trust on Willow Street. They laughed plenty —but lent us enough cash to get by."

From where I sit, we can all be proud of the Bradford Trust folks for co-operating that way with a rival bank. It's a good example of how people, in our town, even though they may have conflicting interests, will go out of their way to help their neighbor. Democrats and Republicans, townspeople and farmers, buttermilk fanciers and those who prefer a temperate glass of beer—you'll find they all have a genuine community spirit. They respect each other's opinions and they know they can "bank" on each other when the need arises.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

allied arts

JOSEPH R. MATTHEWS, manager and head of West Coast station relations for Weed & Co., to A. C. Nielsen Co., Chicago, as western sales manager with headquarters in San Francisco.

RAYMOND A. KELLEY elected comptroller and vice president of finance at Shure Bros., Chicago, microphone and acoustic devices manufacturer.

JOHN FELTMAN, assistant manufacturing manager of receiver div., Allen B. DuMont Labs. Inc., to company's cathode-ray div. as assistant manufacturing manager.

BARTON FELLOWES, southern representative, National Retail Radio Spots Inc., headquartered in Atlanta, promoted to sales manager, headquartered in Hollywood. He succeeds **FRED M. SHEPARD,** who moves to New York.

HARRY G. BRIGHT appointed station relations manager for radio, The Fremar Co., Knoxville, Tenn., promotion and program service company.

INSULINE Corp. of America, Long Island City, N. Y., is issuing monthly supplement to regular catalog indicating availability status of racks, panels, chassis, etc. Eight-page publication is being mailed regularly to electronics-parts distributors.

GEORGE C. WILKINSON, Mobile, Ala., appointed distributor of Bendix Radio Corp.'s radio-TV products in that area.

BRUCE T. DuMONT, director and general superintendent of Allen B. DuMont Labs., cited as "Man of the Year" by North Jersey Alumni Assn. of the Peddie School.

WILLIAM J. DOYLE, vice president in charge of sales, Astatic Corp., Conneaut, Ohio, has resigned.

BERNARD L. CAHN, general sales manager, Insuline Corp. of America, Long Island City, N. Y., elected vice president of firm.

EDWARD W. PEARSON appointed director of research, Channing L. Bete Co., Greenfield, Mass., public relations firm.

JOHN FREEMAN, publicity director and head of publications, Capitol Records Inc., Hollywood, resigns to devote time to writing for radio-TV.

R. A. HACKBUSCH, president and managing director of Stromberg-Carlson Co. Ltd., Toronto, re-elected president of Canadian Radio Technical Planning Board. **C. W. BOADWAY,** communications engineer, Ontario Hydro-Electric Power Commission, re-elected vice-president, and **STUART D. BROWNLEE,** Toronto, re-elected secretary-treasurer.

TUBE Dept., General Electric Co., Schenectady, N. Y., has published new booklet describing essential characteristics of G-E Five Star miniature and subminiature high reliability tubes.

HARRY LEWIS, New York attorney, to Henry Lewis Agency, Hollywood (writers' services), as head of newly created TV department.

FREDERICK S. BUCHANAN, managing director, Market Facts Inc., Chicago, to Chicago client service office, Market Research Corp. of America.

RADIO WRITERS GUILD, N. Y., moving today (Monday) to larger quarters at 6 E. 23d St.

JACK F. BREMBECK, advertising manager, Kaye-Halbert Inc., Culver City (TV sets), father of girl, Nov. 16.

Equipment . . .

RADIO Corp. of America, Long Island City, N. Y., announces production of new FM-AM radio tuner intended for use as central control head of high fidelity music system. Unit is known as Pilotuner Model AF-821.

PRECISION ELECTRONICS, Franklin Park, Ill., announces development of Model 100 BA amplifier for average high fidelity home system. Features include full range reproduction with low distortion together with tonal purity.

RADIO APPARATUS Corp., Indianapolis, announces availability of new Monitoradio pager, Model AmC-1, which is radio paging receiver for use in cars as supplement to pocket receivers.

AMPEREX ELECTRONIC Corp., Hicksville, L. I., announces addition of line of seven germanium diodes of hermetically sealed glass variety which are not affected by atmospheric conditions of humidity, altitude and extremely low temperature. Types are IN34A, IN38A, LN58A, IN86, IN87 and IN88.

DAGE ELECTRONICS Corp., Beech Grove, Ind., announces production of new portable self-contained TV camera designed to utilize any standard TV receiver.

TUBE Dept., General Electric Co., Schenectady, N. Y., announces production of new power pentode for use in video output stage of TV receivers. Tube makes it possible to obtain voltage gain of from 40 to 45 in wide band video circuits.

Technical . . .

WILLIAM PENDERGRAFT appointed assistant chief engineer, WEEK Peoria, Ill.

RUSS BELLES, engineer, WANE Fort Wayne, Ind., father of boy, Martin Russell.

News Makes Music

AN original musical composition, dedicated to "the newspapermen and women of the free world" and titled "United Press March," will have its premiere performance today (Monday) on the Cities Service *Band of America* radio program on NBC, 9:30-10 p.m. EST. The march, composed by Paul Lavalle, grew out of talks between Mr. Lavalle and Hugh Baillie, UP president. Composer visited UP's New York headquarters to observe a news room in operation for background color.

RELIGION ON TV

Discussed at Ohio Meet

CHURCHMEN at a two-day Religious Television Institute in Cleveland last week were told they can't use "last Sunday's warmed-over sermon" to fill free time segments granted them by television stations.

This advice came from the Rev. Charles H. Schmitz of New York, head of the National Council of Churches of Christ Broadcasting Commission, who said religious telecasters should make their segments "something worth watching." The institute was co-sponsored by the Council and WEWS (TV) Cleveland.

TV, the churchmen learned at the institute, is more costly and more complicated than radio and, therefore, requires "more study, planning and work." Wesley Goodman, also of the Council's New York office, addressed the group of 30 attending the institute, which included discussions, studio practice sessions and tape-recorded lessons in other techniques.

"Don't turn up your noses at commercial TV shows," the churchmen were told by George A. Moore, WEWS producer-director. "Instead, study their techniques. They can help you appeal to a wide audience. It's a waste of money and effort to use a mass medium like video to talk just to people already convinced of what you're saying."

FORD GRANT

Mich. State Gets $100,000

MICHIGAN State College has been given $100,000 by the Ford Fund for Adult Education to further develop the college's TV program.

Announcement of the grant was made by MSC President John A. Hannah a month after FCC authorized the school to construct a TV antenna and install a transmitter to operate on uhf Ch. 60.

Dr. Armand L. Hunter, director of TV development at the school, said that the money would go toward purchase of a transmitter.

The college has been operating its own fully-equipped closed-circuit campus TV network for two years.

If the necessary equipment is available for purchase, Dr. Hunter estimated that the station will be operating on Ch. 60 by next autumn. A 1,000-foot tower will be constructed to carry the college's educational programs over a radius of 34-65 miles, it was said.

The $100,000 grant was made through Robert Blakely, director of the central regional office of the Fund for Adult Education, Chicago.

MUTUAL

CKLW

LOWEST COST MAJOR STATION BUY IN THE DETROIT AREA

Compare—the Coverage with the Cost and you'll discover why this greater "dollar distance" buy is ringing more cash registers than ever before for advertisers.

CKLW covers a 17,000,000 population area in five important states!

50,000 WATTS 800 KC.

Adam J. Young, Jr., Inc., National Rep.

Guardian Building J. E. Campeau, Pres. Detroit 26, Mich.

Conelrad Plan Effective March 1

(Continued from page 34)

and the chairman of the National Security Resources Board.

The broadcast alert plan is now in the "interim" phase and will continue so until Conelrad is effected in about three months. Under these arrangements, the White House noted, "a detected air attack would have the immediate effect of silencing all broadcasting and telecasting until the attack or threat is ended."

Broadcasters have been operating under this phase in recent months. All of the nation's 50 kw outlets have been participating in so-called 24-hour skywave programming. They have consulted periodically with local civil defense directors on phases of the plan.

FCC is drawing up rules and regulations and will solicit station comment in the next fortnight. Copies of the two-pronged plan as announced by the White House were to be mailed out last week to some 4,000 broadcasters. Actually, Conelrad will become effective when construction of line interconnections (for programming) has been completed at an estimated cost of $500,000.

Conelrad programming format has been evolved by the Federal Civil Defense Administration. The agency is preparing a Conelrad promotion kit (scripts, etc.) and fact sheet for guidance of local civil defense groups and broadcasters as well. Data will be distributed shortly, it was learned.

Numerous Volunteers

"Although no station is required to remain on the air in this plan," the White House pointed out, "to date more than 1,000 privately-owned standard broadcast stations have volunteered to participate in Conelrad and have spent approximately $1.5 million of their own funds to make equipment changes necessary. . ." Stations are permitted to withdraw from the plan after 30 days' notice to FCC.

Conelrad would be put to the actual test upon announcement of an air raid alert by the Air Defense Command, USAF. Standard outlets would switch to either 640 kc or 1240 kc and broadcast a continuous flow of information, news and instructions. The plan is built around various ADC posts.

Plan No. 1 covers operating-alerting phases, while Plan No. 2 involves controlled operations including the factor of minimizing radio as a navigational aid.

Under Plan No. 1 some stations are grouped as Basic Key or Relay Key stations within certain ADC areas, while others are given no special designations. Basic outlets will notify relay stations of alerts and all-clear, by telephone or actual broadcasts.

FCC will determine the specific role of each station, changing designations from time to time, holding periodic tests and maintaining monitoring surveillance — "within the limit of funds and personnel." This applies to both Plan No. 1 and No. 2.

It is the latter which will require all FM and TV stations notified of an alert to observe "radio silence" — a controversial question that dates back to the Hopley report of 1948, a study which provided the spadework for current planning.

For stations participating in the project, "equipment or other failures" beyond their control will not be considered by the FCC as a violation of the obligation or responsibility provided they take "immediate steps to correct such failure."

Alert Messages

Those stations observing radio silence will, before leaving the air, follow certain FCC directives, including the broadcast of an approved alert notification message if such an order be forthcoming. If not, they will leave the air at once.

Factors in decision to silence FM outlets were these: The relatively small number, proximity to towns, and prevalence of some 12 million battery-powered receivers (AM). AM stations will be confined during an alert generally to 5 kw, and in no instance more than 10 kw. Exact role of amateur radio operators is still undetermined, though some will remain on the air in an alert.

The mechanics of Conelrad have been known to most broadcasters since the plan was unfolded early last year at a meeting called by FCC in Washington, and amplified at the 1951 NARTB convention in Chicago.

Primarily, the plan covers four types of operation:

Sequential—Stations are arranged into groups, or clusters, of two or more stations, located in one or more municipalities, counties or states. All use the same or both frequencies. Stations go on and off the air in a non-cyclical sequence, with periods varying from 5 to 40 seconds.

On-Off—This applies to individual stations or cluster outlets. FCC regulates power to achieve Conelrad objectives. Typical air-time of individual outlets is about 10-30 seconds and off-air time about 3-6 minutes. These outlets implement air time of cluster groups.

Pulsating—This system also applies to both groups. Power of transmitter of station on the air is varied over a certain range.

Synchronous — Two or more stations in a given area are on the air at the same time, all assigned the same system frequency and their power adjusted by FCC.

Greatest number of stations will use sequential and on-off methods.

Participating stations in Conelrad, under Plan No. 2, will "be kept in a state of constant and instant readiness" to broadcast (1) messages requested by the proper authorities (alert, all-clear notifications) and (2) official civil defense programs. When not carrying these programs, stations may, "on their own responsibility, broadcast such other programs as they may desire."

Other features of the plan:

- **After notification of an alert and until the period of the alert is ended, no on-air identification will be permitted by any broadcast station unless expressly authorized by the FCC.**
- **In broadcasting civil defense programs or messages, participating stations shall comply with the applicable mode-of-operation and refrain from any on-air identification, direct or indirect, unless authorized.**
- **Participating stations will prepare and effectuate plans and procedures for meeting civil defense and other programming requirements.**
- **FCC will issue detailed instructions to participating stations on suggested course of action. Commission also will attempt to monitor the entire radio spectrum, when plan is operative, to ascertain whether any clandestine operation is being utilized by enemy forces.**

SWG Elects Breen

RICHARD BREEN, vice-president, has been elected president of Screen Writers Guild succeeding Mary McCall. Valentine Davies, a former guild president, was chosen first vice-president and Ranald MacDougall, second vice-president. Also named by SWG were David Dortort, secretary, and Donald M. Marshman Jr., treasurer. Morgan Cox and Walter Reisch were re-elected to the executive board, with new members being Richard Tregaskis, Adele Buffington, Warren Duff, Charles Hoffman, James Webb and Beirne Lay Jr.

JOHNSON RENEWS

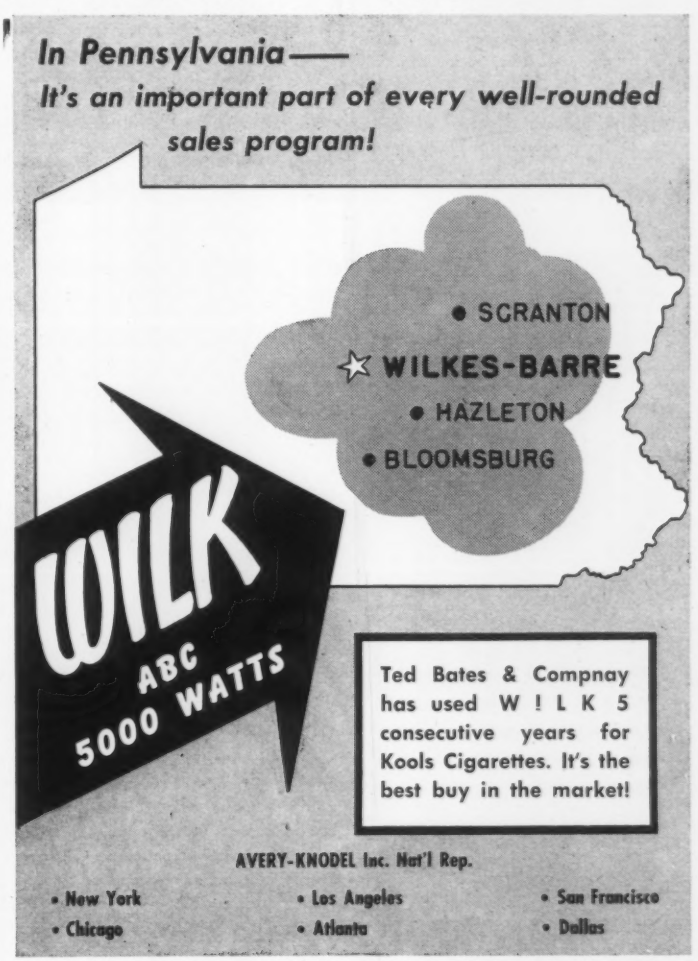
Adds Half-Hour MBS News

S. C. JOHNSON & SON, Racine, has renewed its heavy schedule of MBS newscasts—totaling 2 hours, 25 minutes a week—and has added another five-minute Mon.-Sat. series, Mutual Sales Vice President Adolf N. Hult announced last week.

The new strip adds a half-hour per week to the Johnson schedule, which, when launched Dec. 31, 1951, was described as the largest newscast series sponsored by a single radio advertiser. Covering morning, mid-day, mid-afternoon and late-afternoon periods, the series will be carried by all 540 MBS affiliates.

In the new strip, Frank Singiser will be heard at 10:30-35 a.m. EST, Mon.-Sat. from New York. The Mon.-Fri. lineup presents Holland Engle from Chicago at 11:25-30 a.m. EST; H. R. Baukhage from Washington at 12:15-25 p.m. EST; Sam Hayes from Los Angeles at 2:25-30 p.m. EST, and Cecil Brown from New York at 5:55-6 p.m. local time. On Saturdays, in addition to Mr. Singiser's morning program, Mr. Engle is heard at 11:25-30 a.m. EST, Mr. Hayes at 2:25-30 p.m. EST, Mr. Singiser at 3:25-30 p.m. EST, and Mr. Baukhage at 5:55-6 p.m. local time.

Decision to renew and expand this schedule was attributed to high public interest in both national and international news. The Johnson company is presenting the series in behalf of its wax products. Needham, Louis & Brorby, Chicago, is the agency.



Our Respects To

(Continued from page 54)

pleased with his rejection of $150 a week and a partnership with his father after graduation from law school. He chose, instead, to work "for nothing a week" as a clerk in a law firm. The job was short-lived. During the boss' absence, the young clerk sat on his elaborate glass-topped desk, cracked it and in the adhesive-repairing realized at his current salary rate it could take years to pay for the damage. He decided to quit, a resolve clinched by fate in the form of another law firm, which offered him $15 a week.

Investment Practices

He's despondent, although fatalistic, about the financial deal in which he turned down a third interest in a new company, offered for $30,000. That third today would be worth several million. His judgment has improved, however, and he continues to invest in various enterprises, primarily commercial real estate holdings.

With a bravery that youth monopolizes, he opened his own law firm in 1932, the depression's depth. He "wouldn't do it again," but at that time optimistically hired a clerk and a stenographer. Fortuitously, a large bread-and-butter account came in the second month, remaining with him to this day. His brother, Arthur, became a partner in 1937.

Life was smoother and somewhat less involved in Mr. Wolf's pre-radio days—and less interesting, he confesses. He entered broadcasting's back door, more or less unwittingly, in the winter of 1940 while on a legal case in California. A friend drafted him into buying part of Keystone, incorporated unprofitably since January of that year, with a three-way partnership. This remained the operating basis until three years ago, when Mr. Wolf assumed control and became president.

To his own astonishment, he sold the network's first account. The client was Miles Labs., which bought *Lum 'n Abner* for Alka Seltzer. It remained on the air seven years. The station list has expanded from an original 120 to 623 today. Affiliates receive free an original KBS library of 40 tunes monthly. Business has tripled in the past three years, Mr. Wolf says, and the company has many new promotion, merchandising and sales plans for its clients, some of whom are General Mills, with four regular shows; Pillsbury Mills, and Chesterfield, Ford and Lincoln-Mercury with spots. Dr. Charles Fuller, with his *Old Fashioned Revival Hour*, is the oldest Keystone client, having been on the air with a one-hour Sunday show for 10 years.

Mr. Wolf claims "we've been very lucky, because the trend has been toward spot buying." In addition, "television has given us a terrific break" because Keystone stations, ranging in wattage from 100 to 10,000, are located in non-video areas. "We are the most flexible network in the world, obtaining for each client the best possible local periods in each section of the country," he says.

Sales Concept

Keystone's success is based on the concept of personalized sales and service, and stations as well as clients are sold on this policy. A minimum of 85% of the affiliates cooperate in such time-consuming merchandising efforts as placement of window cards, displays and promotion material in local grocery and drug stores. Mr. Wolf directs the network's "educational job", aided by a full sales and programming staff which pitches the theme, "There's gold in them thar little hills."

Mr. Wolf's professional absorption in radio and Keystone is leveled by many outside interests. Sports-wise, he rides horseback every Sunday morning along the city's lake front. He loves to walk at a fast pace, sprinting to and from work daily, a distance of two miles each way. He finds increasingly less time to fish in the north woods, a hobby which got off to a booming start several years ago when on his first trip, armed with a cheap bamboo pole, he snared an expensive rod and reel on his first cast.

He loves travel, and has visited England and Europe twice, as well as portions of South and Central America, Mexico and Jamaica. He goes to California about three times each year, home of his daughter, Greta, by a previous marriage. He married Esther Korr of Chicago five years ago, and they live on the city's near north side.

Mrs. Wolf is a buyer of accessories for an exclusive women's shop chain, and has been active in the fields of fashion and design for several years.

Mr. Wolf has memberships in the Standard Club, the American, Illinois and Chicago Bar Assns. and the Chicago Law Institute. Interested in art and music, he supervised remodeling and the modern decor of Keystone's new offices, selecting paintings for each office. His two favorite office spots are behind his mammoth semi-circular executive desk and in the kitchen. Acknowledged as the best bartender in the office, he challenged the versatility of Duffy himself during the recent elevator strike. Each afternoon, he whipped up exotic concoctions for over-tired staffers who endured the 17-story climb.

'HOMETOWN, USA'

Legion Asks Station Aid

OVERSEAS troop morale is receiving a shot in the arm these days. The booster is a project on which domestic U. S. stations are cooperating with the Armed Forces Radio Service and the American Legion.

The Legion's National Public Relations Div. in Washington, D. C., is asking stations to participate in the *Hometown, USA* project. Hundreds of broadcasters already are airing recorded messages and dedications throughout the U. S. on a public service basis, the Legion said.

Members of families write messages and dedicate tunes, which are transcribed and distributed overseas through the Armed Forces Radio Networks. Service men and women, in turn, reciprocate by recording similar programs.

In a letter to stations, James J. Condon, of the Legion's Public Relations Division, noted that *Stateside Calling*, a similar series, was aired 1948-50 via the Far East Radio Network.

"The American Legion, in cooperation with, and with full approval of, the Dept. of Defense, and many, many public-spirited radio people, are endeavoring to expand *Stateside Calling* on a global scale, through the medium of *Hometown, USA*," Mr. Condon said.

HALL TO DIRECT

Meredith Radio-TV Activity

PAYSON HALL, who has been named director of Meredith Publishing Co.'s radio and TV activities in addition to his duties as Meredith controller [B•T, Dec 1], has been active in the company's broadcast expansion since its inception in 1947, according to E. T. Meredith, vice president and general manager of the publishing firm, who announced the appointment.

Mr. Hall

As director of Meredith radio-TV, Mr. Hall heads operations including WHEN Syracuse, WOW-AM-TV Omaha and KPHO-AM-TV Phoenix. Meredith also has applications on file for TV in St. Louis, Minneapolis and Rochester, N. Y.

Mr. Hall, who joined Meredith in 1947 as assistant controller and who was named controller in 1950, is a graduate of Cornell U., with a post-graduate degree in business administration from Columbia U. Before joining Meredith, Mr. Hall's various experiences included work in public accounting in New York, credit analyst with Chase National Bank there, executive accountant for the U. S. Army during World War II, chief accountant for Bridgeport Brass Co. and industrial engineer and budget manager for Trans World Airlines.

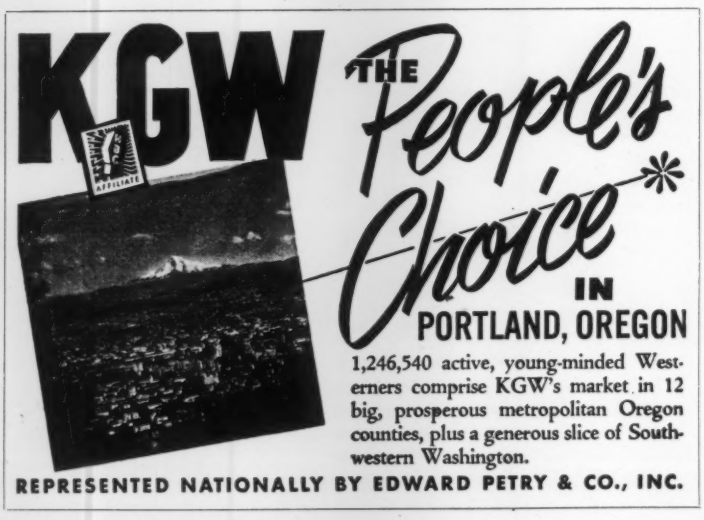
Mr. Hall's assistant in radio-TV, also announced by Mr. Meredith, will be Howard Stalnaker, formerly promotion field staff manager in Meredith publishing activities. A Drake U. graduate and a Naval lieutenant commander during World War II, he joined Meredith in 1946.

Emil Schaeffer

EMIL SCHAEFFER, 64, an expert in the design of radio towers, died Nov. 17 in St. Elizabeth Hospital, Elizabeth, N. J., after a brief illness. At the time of his death, Mr. Schaeffer was chief engineer and technical manager of the Elizabeth Iron Works Inc., Greenlane Union, N. J. During World War II, he designed radio towers of steel, aluminum and magnesium for the Navy.

Omaha's Third Call

MBS will present for the third successive year the *Mutual of Omaha Calling* program on Christmas Day (2-3 p.m. EST) during which GI's in Korea and their relatives in the U. S. will have the opportunity to speak to each other. Sponsored by the Mutual Benefit and Accident Assn. of Omaha, the program will originate in MBS studios in New York, San Francisco and Omaha, connecting with servicemen at Tokyo.


KGW
THE People's Choice
IN
PORTLAND, OREGON
1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.
REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

KXRN NOW KLAN

Ridalls Announces Plans

KLAN RENTON, Wash., is the new call-letter identification of KXRN, purchased from Robert S. McCaw and Mrs. Velva Dickinson Fuller by Harold Ridalls and William L. Simpson for $49,500.

Mr. Ridalls, who has been general manager of KRSC Seattle, becomes president and general manager of the Renton station, and Mr. Simpson, KRSC sales manager, is vice president and sales manager of KLAN. Mr. Ridalls announced that the staff of the Renton station will otherwise remain unchanged.

Mr. Ridalls

Mr. Simpson

The new call letters, he told BROADCASTING • TELECASTING, have been adopted to keynote the Scotch theme—"the thrifty buy"—which will be used on the air and in station promotion.

RADIO DOES LEG WORK

For Naph-Sol Refinery in Lansing

RADIO'S low-cost, high-power effectiveness at the local level has been demonstrated again in Lansing, Mich.

The Naph-Sol Refinery advertised the opening of a new Zephyr Gasoline service station with spots on WILS Lansing and large space in the local newspaper, then asked motorists visiting the new service station on the Friday and Saturday opening how they learned of it.

Advertising comprised a full-page newspaper ad and four spot announcements on Thursday, a half-page ad and 10 spots on Friday and 11 spots on Saturday before 3:30 p.m. Survey was made from 3 to 6 p.m. Friday and from 1:30 to 3:30 p.m., Saturday.

Total number of interviews was 363, of which 137 people said they came because of newspaper advertising, 96 because of radio, 77 who answered "both," 41 who answered "neither" and 12 for other reasons. Of the total advertising expenditure, 77% went for newspaper space, 23% for radio time.

Thus, while the newspaper ads pulled about half again as much traffic than radio, the cost per individual was much lower for radio, on the ratio of about two and a half to one.

The Naph-Sol Refinery executive in charge of the opening said: "It was the biggest opening we've had in Michigan."

The service station lessee said: "I was more than gratified. We exceeded our most optimistic quota."

Pay-off for WILS was a one-year advertising contract from the service station and a promise of a larger share of advertising for subsequent Naph-Sol station openings in the Lansing area.

INAUGURAL GROUP

Includes Industry Names

AMONG members of the finance committee of the Washington Citizens Inaugural Committee, announced last week by Chairman Joseph C. McGarraghy, were the following individuals associated with the broadcasting industry:

Earl H. Gammons, CBS Washington vice president; Philip L. Graham, publisher of the *Washington Post* (WTOP-AM-FM-TV); S. H. Kauffman, president, *Washington Evening Star* (WMAL-AM-FM-TV); Edgar Morris, Hallicrafters radio-TV distributor; Frank M. Russell, NBC Washington vice president, and James H. Simon, Zenith radio-TV distributor.

The committee hopes to raise $300,000 to underwrite the cost of the inaugural festivities.

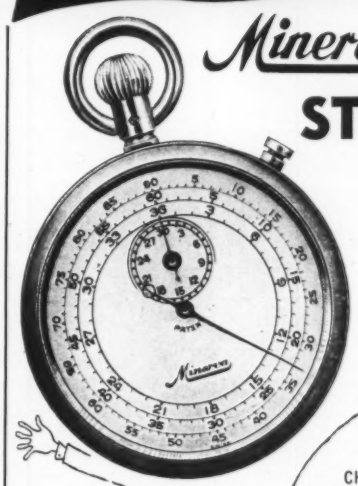
Purity Hearing Set

HEARING has been scheduled by the Federal Trade Commission on a complaint charging interlocking directorates at Purity Bakeries Corp., Chicago, and American Bakeries Inc., Atlanta, Ga. Purity has been a substantial radio-TV advertiser in the Midwest. Hearing was tentatively set for last Friday, with possibility of continuance to a later date. In another case involving broadcast advertisers, FTC had dismissed a similar complaint against Nesco Inc., Milwaukee, and Ekco Products Co., Chicago, announcing reasons for the charge had been eliminated [B•T, Dec. 1].

CHESTY FOODS Inc., Terre Haute, Ind., for Chesty Potato Chips and allied products, has gained permission from the National Collegiate Athletic Assn. to sponsor 10 home games of Indiana U. Big 10 basketball squad at reported cost of $60,000. Series begins Dec. 20 and continues through March on WTTV (TV) Bloomington. Agency is Ruben Adv., Indianapolis.

top performance guaranteed

Minerva RADIO & TV STOPWATCH



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

Filmmeter Model #106F

Special Professional Price

$18.20 net

(side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer

Write today for new catalog

M. DUCOMMUN CO.

Specialists in Timing Instruments

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WSAZ

HUNTINGTON, W. VA.

SERVING 3 STATES

LOCAL ADVERTISERS KNOW WHAT STATION TO USE!

THAT'S WHY HEINER'S BAKERY FOR THE 15th Consecutive Year is sponsoring "SANTA CLAUS" OVER RADIO STATION WSAZ (8,900 LETTERS RECEIVED LAST YEAR)

Represented nationally by the Katz Agency, Inc.

5000 WATTS DAY
1000 WATTS NIGHT
930 KC

RADIO STATION WSAZ

"Put your ideas...

on RCA VICTOR Transcriptions!"

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, LARGE or SMALL, is recorded, processed and pressed in the country's best-equipped studios and plants . . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-120, NEW YORK 20
JUdson 2-5011

445 North Lake Shore Drive
Dept. B-120, CHCAGO 11
WHitehall 4-3215

1016 North Sycamore Avenue
Dept. B-120, HOLLYWOOD 38
HILLside 5171

Write now for our fact-filled Custom Record Brochure!

RCA custom record sales

RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION

milestones . . .

► WBAL Baltimore last month honored with a banquet six employes with over 25 years service and 12 with 10 years plus. Hosts were D. L. (Tony) Provost, vice president-general manager of Hearst Corp.'s Radio and Television Div., and Freeman Cardall, WBAL business manager. With 25 years: William C. Bareham, Raymond Brunner, Wallace Christhilf, Eleanor Gambrill, William Grant, Walter N. Linthicum. With 10 years: WBAL Manager Leslie H. Peard Jr., Marvin Blank, Harrison Brooks, J. A. Denisch, Fred Dierken, George M. Eburg, Galen Fromme, A. H. Jones Jr., J. M. Kennedy, Mel Quinn, Charles Riley, Al Ross.

► Described as radio's oldest Coast-to-Coast musical program, *Voice of Firestone* (NBC, Mon., 8:30-9 p.m. EST) will begin its 25th year on the air next Monday. The program is in its fifth year as simulcast on NBC-TV.

►NBC radio's *Grand Ole Opry* (Sat., 9:30-10 p.m. EST), said to be the oldest continuous commercial program in radio history, celebrated its 27th anniversary on the air Nov. 15. Program is sponsored by R. J. Reynolds Tobacco Co.

► WLEC Sandusky, Ohio, observed its fifth birthday Dec. 7 with a special broadcast from 1:30 to 2 p.m. The 250 w, MBS affiliate, on 1450 kc, reports receipt of 14 citations for public service broadcasts, which it values at $70,000 in time and effort. Licensed to Lake Erie Broadcasting Co., general manager is Jay Wagner.

► WLBK DeKalb, Ill., studios are being remodeled for the station's fifth anniversary the week of Dec. 7. Listeners in the area will be invited to attend WLBK's open house. Manager Bob Brown will arrange tours of studios and plant facilities.

CHICAGO UNLIMITED

Seiferth Named Director

CHICAGO Unlimited, the organization backed by various industry segments to promote local talent and origination of more network features in that city, has hired a full-time executive director to work as liaison with agencies, advertisers, networks and local civic groups. He is Joseph M. Seiferth, former regional vice president in Chicago for the now-defunct Liberty Broadcasting System, who has a background of some 25 years in the broadcast business.

Mr. Seiferth last week set up headquarters at 75 E. Wacker Dr. and began detailing plans to promote the city and its radio-TV interests which will be presented at a mass meeting for the industry before Jan. 1.

AT fete marking 25th anniversary of WCHS Charleston, W. Va., are (l to r) John T. Gelder Jr., vice president, The Tierney Co., operator of WCHS; West Virginia Gov. Okey L. Patteson (cutting the cake); George Kallem (behind Gov. Patteson), Tierney Co. auditor, and Lewis C. Tierney, company president.

FCDA Spots

RADIO-TV spot project promoting home defense at the public level has been completed by the Federal Civil Defense Administration. The spots were aired by broadcasting stations from Nov. 11 (Armistice Day) to Nov. 27 (Thanksgiving Day) throughout the U. S. Theatres also cooperated in showing the film, "Survival Under Atomic Attack," during that period.

PLOUGH SALES MEETS

Begin Dec. 19 in Memphis

PLOUGH INC.'s consistent year-around use of radio and television in promoting sales of its various drug products will be stressed at eight days of sales meetings to be held from Dec. 19 to Jan. 3 at the firm's Memphis headquarters.

Division managers and salesmen from nine coast-to-coast sales divisions will attend the four meetings on Dec. 19-20, 22-23, 29-30, and Jan. 2-3, which, according to a spokesman, are to be Plough's most far-reaching in recent years.

OPS Ups McClanahan

W. W. McCLANAHAN Jr. has been named public information director of the Office of Price Stabilization, succeeding Max Hall, who resigned to join the Mutual Security Agency. Mr. McClanahan served in executive positions with the Nashville *Tennessean*, Toledo *Times*, and Pittsburgh *Post-Gazette* (WWSW-AM-FM). In 1943 he headed domestic news at the Office of War Information. In 1950 he was named special information assistant to Stuart Symington, then head of the National Security Resources Board. He later helped set up information facilities at the Economic Stabilization Agency and transferred to OPS, becoming deputy information director last April.

WBNS Radio has a point to prove and facts which add up to an answer sponsors like to hear. Here's why sponsors profit from spot announcements on WBNS:

Domination of 24 Central Ohio counties, 1¼ million strong, that spend a billion dollars annually.

WBNS carries the 20 top-rated programs with more listeners than all other local stations combined. For more sales, put Central Ohio's only CBS outlet to work for you.

ASK JOHN BLAIR

WBNS RADIO

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

DECEMBER 8, 1952

TELECASTING

Newest Applications For TV Stations
Page 68

Commencement Target Dates of Permittees
Page 76

Latest Set Count By Markets
Page 82

Y&R's Wolff Cites Film Benefits
Page 84

in our 8th year

how an agency sells an English product in America's top market

In the most competitive market in the U. S., Hilton & Riggio is building consumer demand for Bovril Beef by using WOR-TV.

They are using "The Merry Mailman," a kid show that solves man-sized sales problems.

Every week, the Mailman delivers more than a million and a quarter sales impressions in over a half-million TV homes.

The agency knows — from the thousands of returned Bovril labels — the Mailman delivers first-class results. Have him make *your* deliveries.

CHANNEL 9

WOR-TV MEANS BUSINESS

NEW YORK

30 Years of Growing

WDEL

AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL, three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware's first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State's first television station. Today, WDEL is Delaware's only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area — listeners, viewers and advertisers.

WDEL
AM • FM • TV
A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

TELECASTING

DECEMBER 8, 1952

COMBINED BIDS POLICY

FCC to Rule on 'Case-to-Case' Basis

By LARRY CHRISTOPHER

CLEAR indication was given by FCC last week that no firm policy will prevail respecting TV bids of "married" AM stations other than the Commission will rule on a case-to-case basis, considering all facets of the local situation, including control of newspapers and other like mass media.

The Commission policy to have no "formula" was indicated in McFarland letters sent to Macon Television Co., applicant for uhf Ch. 47 at Macon, Ga., composed of WBML and WNEX there, and to El-Cor Television Inc., applicant for uhf Ch. 18 at Elmira, N. Y., composed of WELM Elmira and WCLI Corning, under common ownership with the *Corning Leader*, and WENY Elmira, owned by the *Elmira Star Gazette*.

The Commission in effect split on the Macon application, the first such bid to be considered. It has been before the FCC for some weeks. All seven Commissioners indicated serious doubts about approval of the Elmira bid in view of the common control of AM stations and local newspapers.

Comrs. George E. Sterling, Robert T. Bartley and Eugene H. Merrill dissented on sending the McFarland letter to Macon Television.

Comr. Bartley's Opinion

Comr. Bartley stated: "I would vote for a grant in this case for the following reasons: (1) It would provide television competition at an earlier date; (2) it would provide uhf an opportunity to commence operation about the same time as vhf in a new market; (3) in my opinion, the AM stations will continue to compete so long as the conditions agreed upon are followed."

Comr. Sterling voted for a grant of the Macon bid and concurred with Comr. Bartley's views.

"I think that any public hearing on this case," Comr. Merrill observed, "should be held in Macon, Ga., at the earliest time. I do not feel that the action taken by the Commission sufficiently meets that objective."

Chairman Paul A. Walker, however, concurred with the adoption of the letter to Macon Television "but in doing so I wish to make clear that I am not persuaded that a hearing upon the application will ultimately prove necessary."

The Chairman continued:

Under the procedure established by Public Law 554, 82d Congress, Second Session, commonly known as the McFarland Act, when the Commission is unable to grant an application upon the basis of the information before it, an applicant is notified of the reasons for such inability. The applicant is given the opportunity to make such further showing as will render a hearing unnecessary. In the present case, I believe it appropriate that the applicant should have the chance to demonstrate that the ability and intention of the two radio stations involved to compete with each other will be unimpaired by the joining of forces by their owners in the proposed television operation. If such a demonstration is made, the necessity for hearing may be obviated. Macon could thereupon be afforded a new television service without the delays consequent upon a hearing.

In other TV actions last week, the Commission:

● Granted one new vhf and five uhf stations, including a uhf permit for a noncommercial station to New Jersey Dept. of Education, New Brunswick, although the latter said it has no funds. Comrs. Sterling and E. M. Webster dissented on the educational authorization.

● Denied pleading of WWSW Pittsburgh to stay effectiveness of assignment of vhf Ch. 4 to Irwin, Pa., pending outcome of WWSW's court appeal. Ch. 4 allocation went into effect Dec. 4.

● Advised WMAZ Macon, Ga., that its bid for vhf Ch. 13 will be held in the pending file while FCC studies methods to correct an allocation error in the assignment of the channel there. Commission found allocation to Macon does not meet required minimum co-channel spacing with WAFM-TV Birmingham, operating on Ch. 13. Error involves distance of less than a mile.

● Denied petition of WMIT (FM) Clingman's Peak, N. C., to assign uhf Ch. 18 there. Action was without prejudice to re-filing after end of one-year freeze on such allocation table amendments, June 2.

● Ordered correction of substandard assignment spacing of uhf Ch. 42 at Abbeville, La., and Ch. 38 at Lafayette, La., by adopting proposed rule making proceeding to substitute Ch. 27 for Ch. 42 at Abbeville.

New TV construction permits were awarded the following:

Beaumont, Tex. (City priority Group A-2, No. 9)—Television Broadcasters, granted uhf Ch. 31, effective radiated power 14 kw visual and 7.1 kw aural, antenna height above average terrain 820 ft.

Lima, Ohio (Group A-2, No. 79)—

(Continued on page 70)

NCAA SATISFIED

With Its TV Plan

FACED by widespread criticism of its 1952 TV football program, the NCAA 1952 television committee announced last week, at the end of a two-day meeting in New York, that this year's program had "worked satisfactorily."

This conclusion, contained in a statement released by the committee, noted that it was based on "opinion surveys and the overall reaction of the public, press, and the colleges themselves."

The two-day meeting, the committee said, was held to review and evaluate the 1952 program. Committee also discussed phases of various "share the wealth" plans advanced for distribution of TV finances, including that advocated by Francis Murray, director of athletics at U. of Pennsylvania.

Mr. Murray's plan would allow colleges to make their own TV arrangements on condition that one-third of the TV receipts be allocated to a special fund to be administered by NCAA. Plan would provide that the fund be used to relieve the losses of small colleges which could prove that television competition in their area had restricted attendance.

The committee also announced it had met with two representatives of Notre Dame U.: The Rev. Edmund P. Joyce, CSC, university vice president and chairman of the faculty athletic committee, and Ed (Moose) Krause, director of athletics. They were said to have presented the university's views on college football television, which in the past have been critical of NCAA policy [B•T, Dec. 1].

During the next few weeks, the statement said, the committee will formulate final conclusions and make recommendations for next year's program that will be presented to NCAA's pre-convention meeting in Washington. The group's national convention is scheduled to be held there Jan. 8-10.

Committee Members Present

Present at the meeting were the 10 members of the committee: Robert S. Hall, 1952 chairman; Asa S. Bushnell, director; J. Shober Barr, Walter Byers, Keff C. Coleman, Howard Grubbs, Willis O. Hunter, Reaves E. Peter, E. L. Romney and Kenneth L. Wilson.

Before the meeting adjourned, the NCAA group discussed the Radio & Television Mfrs. Assn. report which said that total income from sports may set a record in 1952 and urged telecasting of more sports events. Committee said it questioned the RTMA figures, which indicated that total income for college and professional sports may exceed $1,700,000.

"How did they arrive at that figure?" asked Mr. Bushnell. "Where did they get it?" He said that if it was based on the "so-called" Dept. of Commerce figures, he suggested that the RTMA study the analysis and statement made by National Opinion Research Center, Chicago, on this point.

Meanwhile NORC released last week the text of its letter to the NCAA TV Committee in which NORC re-asserted its finding that TV hurts attendance at college football games. The letter was an answer by the research firm, which has been studying the problem since 1949, to claims by Dr. Allen B. DuMont Labs., and DuMont Television Network, that harmful influences of TV on college football game attendance have not been proved [B•T, Nov. 24].

Considering Dr. DuMont's contentions point by point, NORC noted that denials of adverse TV

(Continued on page 78)

television grants and applications

Digest of Those Filed With FCC Nov. 27 Through Dec. 4

Grants Since April 14:

	VHF	UHF	Total
Commercial	37	90	127
Educational	2	8	10
Total	39	98	137
Commercial television stations on the air	117 [1]	1	118 [1]

[1] Includes XELD-TV Matamoras (Mexico)-Brownsville.

Applications Filed Since April 14:

	New	Amended	VHF	UHF	Total
Commercial	616	323	529	409	939 [2]
Educational	19	...	5	14	19
Total	635	323	534	423	958 [3]

[2] One applicant did not specify channel.

[3] Includes 130 already granted.

* * *

Processing on city priority status Gr. A-2 line has extended to city number 113.
Processing on city priority status Gr. B-2 line has extended to city number 160.

NEW STATION GRANTS

Listed by States

COLORADO SPRINGS, Col. — TV Colorado Inc. Granted vhf Ch. 11 (198-204 mc), ERP 250 kw visual, 125 kw aural; antenna height above average terrain 1,850 ft., above ground 187 ft. Engineering conditions, and, because Sec. 319 of Communications Act precludes Commission from licensing station the construction of which is begun before CP has been issued, Commission is stipulating that TV Colorado Inc. not use transmitter building and 3 piers for antenna supports which it erected prior to this authorization. (Comr. Bartley dissented.) Estimated construction cost $304,071, first year operating cost $213,000, revenue $192,400. Studio location Exchange National Bank Bldg. Transmitter location "The Horns," 1.3 mi. N. Cheyenne Mtn., 38° 45′ 42″ N. Lat., 104° 51′ 51″ W. Long. Studio equipment and transmitter DuMont, antenna RCA. Legal counsel Pierson & Ball, Washington. Consulting engineer E. C. Page, Washington. Applicant firm includes licensees of KVOR Colorado Springs, Col., and KGHF Pueblo, Col., two stations each independently owned, each with 50% interest in TV Colorado Inc. Representatives of the two stations would manage station. Principals include: **James D. Russell**, president and general manager of KVOR, **Gifford Phillips**, president of KGHF, **Robert Ellis**, general manager of KGHF, **Betty Z. Russell**, of Colorado Springs, **H. C. Harmon**, Colorado Springs businessman, and **Harry C. Schnibbe**, Denver businessman. [For application, see TV Applications, B•T, May 5]. City priority status: Gr. A-2, No. 90.

MONROE, La. — James A. Noe (KNOE). Granted vhf Ch. 8 (180-186 mc); ERP 175 kw visual, 88 kw aural; antenna height above average terrain 740 ft., above ground 774 ft. Engineering conditions. Estimated construction cost $331,920; first year operating cost $214,690; revenue $195,260. Post office address Bernhardt Building, Monroe, La. Studio location Bernhardt Building, Monroe. Transmitter location 22nd St. (0.4 mi. north of U. S. 80). Geographic coordinates 32° 31′ 37″ N. Lat., 92° 06′ 16″ W. Long. Transmitter and antenna RCA. Legal counsel Roberts & McInnis, Washington. Consulting engineer McIntosh & Inglis, Washington. Sole owner is **James A. Noe.** [For application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 112.

NEW BRUNSWICK, N. J.—State of New Jersey. Granted uhf Ch. *19 (500-506 mc); ERP 105 kw visual, 53 kw aural; antenna height above average terrain 780 ft., above ground 461 ft. Engineering conditions. (Comrs. Webster and Sterling dissented. Comr. Sterling stated: "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. A positive statement has been made by the applicant that the funds are not available in this case." Comr. Webster dissented on the basis of his previous dissents in the Binghamton and New York City grants to the Board of Regents, U. of the State of New York.) Construction cost, first year operating cost and revenue not estimated. Post office address State House, Trenton. Studio location College Heights, Rutgers U. Transmitter location Washington Rock. Geographic coordinates 40° 36′ 49″ N. Lat., 74° 28′ 31″ W. Long. Transmitter DuMont, antenna RCA, studio equipment DuMont. Legal counsel Attorney General of New Jersey, Trenton. Consulting engineer Paul Godley Co., Upper Montclair, N. J. Projected educational station will be under supervision of **Chester Robbins**, Acting Commissioner of Education of New Jersey. [For application, see TV Applications, B•T, Aug. 4.] City priority status not applicable.

LIMA, Ohio — Northwestern Ohio Bcstg. Corp. (WIMA). Granted uhf Ch. 35 (596-602 mc); ERP 91 kw visual, 50 kw aural; antenna height above average terrain 330 ft., above ground 344 ft. Engineering conditions. Estimated construction cost $227,564, first year operating cost $180,000, revenue $220,000. Post office address 223 North Main St., Lima, Ohio. Studio and transmitter location 121 West High St. Geographic coordinates 40° 44′ 28″ N. Lat., 84° 06′ 25″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer George C. Davis, Washington. Principals include President **George E. Hamilton** (50%), Vice President **Robert W. Mack** (42.7%) and **F. E. Mack** (7.3%). [For application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 79.

BEAUMONT, Tex.—Television Bcstrs. Granted uhf Ch. 31 (572-578 mc); ERP 31 kw visual, 14 kw aural; antenna height above average terrain 820 ft., above ground 844 ft. Engineering conditions. Estimated construction cost $275,000, first year operating cost $105,000, revenue $82,000. Post office address P. O. Box 1592, Beaumont, Tex. Studio location to be determined. Transmitter location Washington Blvd., 2.75 mi. west of Beaumont. Geographic coordinates 30° 03′ 27″ N. Lat., 94° 09′ 45″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include partners **J. A. Newborn Jr.** (10%), president of Beaumont Savings & Loan Assn. and grantee of new TV station in Gadsden, Ala.; **N. D. Williams** (30%), president of Beech Creek Lumber Co., Warren, Tex.; **Randolf C. Reed** (30%), president of The Reed Co. and The Gulf-York Inc., Beaumont and New Orleans (wholesale appliances and air conditioning businesses), and **Jack S. Josey** (30%), independent oil producer. [For application, see TV Applications, B-T, Aug. 4.]. City priority status: Gr. A-2, No. 9.

YAKIMA, Wash. Cascade Bcstg. Co. (KIMA). Granted uhf Ch. 29 (560-566 mc); ERP 55 kw visual, 27.5 kw aural; antenna height above average terrain, 950 ft.; above ground, 143 ft. Engineering condition. Estimated construction cost $234,770; first year operating cost, $150,000; revenue, $175,000. Post office address Terrace Heights Rd., Yakima. Studio location East County Rd. Transmitter location Ahtanum Ridge Rd. Geographic coordinates 46° 31′ 57″ N. Lat., 120° 30′ 26″ W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Crampton, Washington. Consulting engineer McIntosh & Inglis, Washington. Sole owner is **A. W. Talbot.** [For application, see TV Applications, B•T, Aug. 11.] City priority status: Gr. A-2, No. 113.

YAKIMA, Wash.—KIT Inc. (KIT). Granted uhf Ch. 23 (524-530 mc); ERP 22 kw visual, 11 kw aural; antenna height above average terrain 960 ft., above ground 150 ft. Engineering condition. Estimated construction cost $233,467, first year operating cost $200,000, revenue not estimated. Post Office address 914½ Broadway, P. O. Box 1651, Tacoma, Wash. Studio location 414½ East Yakima Ave. Transmitter location Ahthanum Ridge Road. Geographic coordinates 46° 31′ 56″ N. Lat., 120° 30′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Bingham, Collins, Porter & Kistler, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Carl E. Haymond** (97.64%), and Vice President **Carl D. Haymond** (2.36%). [For application, see TV applications, B•T, July 7.] City priority status: Gr. A-2, No. 113.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

KOPO - TV TUCSON, Ariz. — Old Pueblo Bcstg. Co. Granted special temporary authorization to operate on vhf Ch. 13 with transmitter output power of 33 kw visual, 16.5 kw aural, between Dec. 3 and June 3. Transmitter DuMont, antenna RCA.

KKTV (TV) COLORADO SPRINGS, Col.—TV Colorado Inc. Granted special temporary authorization to operate on vhf Ch. 11 with transmitter output power of 5 kw visual, 2.5 kw aural; antenna 24 ft. above ground. Transmitter DuMont, antenna temporary composite. Temporary studios 115 East Mill St., Colorado Springs, Col.

WFMJ-TV YOUNGSTOWN, Ohio — Vindicator Printing Co. Granted special temporary authority to operate on uhf Ch. 73 with transmitter output power of 1 kw visual, 0.6 kw aural; antenna 334 ft. above ground. Transmitter RCA. Transmitter site 200 ft. SSW of site specified in CP; temporary studios 101 West Boardman St., Youngstown.

KROD-TV EL PASO, Tex.—Roderick Bcstg. Corp. Granted special temporary authorization to operate on vhf Ch. 4 with transmitter output power of 500 w visual, 200 w aural; antenna 20 ft. above ground. Transmitter RCA.

KDUB-TV LUBBOCK, Tex. — Texas Telecasting Inc. Granted special temporary authorization to operate on vhf Ch. 13 with transmitter output power of 30.8 kw visual, 15.4 kw aural; antenna height above average terrain 841 ft., above ground 823 ft. Studio at transmitter site.

KONA (TV) HONOLULU, T. H. — Radio Honolulu Ltd. Granted modification of special temporary authorization [TV Grants, B•T, Dec. 1] to operate on vhf Ch. 11 with ERP 5 kw visual, 2.5 kw aural; antenna height above ground 325 ft. Temporary transmitter location atop Alexander Young Hotel Bldg., 1071 Bishop St.; geographic coordinates 21° 17′ 44″ N. Lat., 157° 50′ 53″ W. Long.

EXISTING STATION

Channel Change Granted

WTTV (TV) BLOOMINGTON, Ind.—Sarkes Tarzian Inc. Granted CP to change channel from vhf Ch. 10 to vhf Ch. 4; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 1,000 ft.

NEW APPLICATIONS

Listed by States

SALINAS, Calif. — Salinas-Monterey Television Co., uhf Ch. 28 (554-560 mc); ERP 107 kw visual, 60.3 kw aural; antenna height above average terrain 2,340 ft., above ground 146 ft. Estimated construction cost $204,140, first year operating cost $130,000, revenue $150,000. Post office address P. O. Box 1070, Monterey, Calif. Studio location to be determined. Transmitter location 10.5 mi. NE of Salinas on Fremont Peak, 6.4 mi. SSE of San Juan Bautista. Geographic coordinates 36° 45′ 28″ N. Lat., 121° 30′ 13″ W. Long. Transmitter DuMont, antenna RCA. Legal counsel Stephen Tuhy Jr., Washington. Consulting engineer Grant R. Wrathall, Aptos, Calif. Principals include equal 50% partners **S. A. Cisler Jr.**, partner in permittee of new AM station in Bishop, Calif., president and 55% owner of KEAR San Mateo, Calif., president and 50% owner of KXXX (FM) San Francisco, sole owner of KXXL Monterey, Calif., and 25% owner of Broadcast Equipment Corp. (building and selling of broadcast equipment). Lincoln, Neb.; and **Grant R. Wrathall**, 25% owner of KUTA Salt Lake City, KGEM Boise, Idaho, 12½% owner of KLIX Twin Falls, Idaho, 12½% owner of KWIK Pocatello, Idaho, 16.75% owner of KOPR Butte, Mont., sole owner of KPOO San Francisco, and consulting television and radio engineer. City priority status: Gr. A-2, No. 164.

OTTUMWA, Iowa—KBIZ Inc. (KBIZ), uhf Ch. 15 (476-482 mc); ERP 91.1 kw visual, 49.2 kw aural; antenna height above average terrain 582 ft., above ground 553 ft. Estimated construction cost $260,000, first year operating cost $168,000, revenue $185,000. Post Office address 2513 North Court St., Ottumwa, Iowa. Studio location 2513 North Court St. Transmitter location south of Elmdale Ave. (extended) about 0.1 mi. west of city limits. Geographic coordinates 41° 02′ 54″ N. Lat., 92° 24′ 42″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **James J. Conroy** (66%), also president of WBIZ Eau Claire, Wis., and WLCX La Crosse, Wis., and **Roland C. Buck** (33%). City priority status: Gr. A-2, No. 141.

ALEXANDRIA, La.—Jacob A. Newborn Jr., uhf Ch. 62 (758-764 mc); ERP 1.5 kw visual, 0.8 kw aural; antenna height above average terrain 318 ft., above ground 334 ft. Estimated construction cost $125,000, first year operating cost $94,100, revenue $127,000. Post office address P. O. Box 1572, Beaumont, Tex. Studio and transmitter location on Loop Blvd. (U. S. 71 Bypass), 0.4 mi. south of Alexandria city limits. Geographic coordinates 31° 17′ 14″ N. Lat., 92° 27′ 41″ W. Long. Transmitter and antenna GE. Sole owner of applicant is **Jacob A. Newborn Jr.**, permittee of uhf Ch. 21 station in Gadsden, Ala., applicant for new TV stations in Minden, La., and Tyler, Tex., and 25% owner of Television Bcstrs., permittee for TV station in Beaumont, Tex.; president and 20% owner of San Marcos (Tex.) Laundry, sole owner of Bridge City (Tex.) Lumber Co., sole owner of Beaumont (Tex.) Sash & Door Co., and sole owner of Trade Winds Motor Hotel, Port Arthur, Tex. City priority status: Gr. A-2, No. 131.

NEW ORLEANS, La.—Supreme Bcstg. Co. (WJMR), uhf Ch. 32 (578-584 mc); ERP 200 kw visual, 100 kw aural; antenna height above average terrain 416 ft., above ground 416 ft. Estimated construction cost $198,200, first year operating cost $160,000, revenue $140,000. Post office address 1500 Canal St., New Orleans, La. Studio and transmitter location 1500 Canal St. in Jung Hotel. Geographic coordinates 29° 57′ 35″ N. Lat., 90° 04′ 30″ W. Long. Transmitter and antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer George A. Mayoral, Syracuse, N. Y. Principals include President **Chester F. Owens** (96%), Vice Presi-

(Continued on page 87)

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:

WTVS (TV) Gadsden, Ala. (Jacob A. Newborn Jr., uhf Ch. 21, TV Grants, B•T, Nov. 10); **KVOA-TV Tucson, Ariz,** (Arizona Bcstg. Co., vhf Ch. 4, TV Grants, B•T, Nov. 17); **KITO-TV San Bernardino, Calif.** (KITO Inc., uhf Ch. 18, TV Grants, B•T, Nov. 10); **KDZA-TV Pueblo, Col.** (Pueblo Radio Co., vhf Ch. 3, TV Grants, B•T, Nov. 17); **WTVE (TV) Elmira, N. Y.** (Elmira Television, uhf Ch. 24, TV Grants, B•T, Nov. 10); **WHHH-TV Warren, Ohio** (The Warren Tribune Radio Station Inc., uhf Ch. 67, TV Grants, B•T, Nov. 10); **WLEV-TV Bethlehem, Pa.** (Associated Bcstrs. Inc., uhf Ch. 51, TV Grants, B•T, Nov 3); **WRAK-TV Williamsport, Pa.** (WRAK Inc., uhf Ch. 36, TV Grants, B•T, Nov. 17); **KCBD-TV Lubbock, Tex.** (Bryant Radio & Television Inc., vhf Ch. 11, TV Grants, B•T, Oct. 13); **WLVA-TV Lynchburg, Va.** (Lynchburg Bcstg. Corp., vhf Ch. 13 TV Grants, B•T, Nov. 17); **WWOD-TV Lynchburg, Va.** (Old Dominion Bcstg. Corp., uhf Ch.16, TV Grants, B•T, Nov. 10), and **WBAY-TV Green Bay, Wis.** (Norbertine Fathers, vhf Ch. 2, TV Grants, B•T, Nov. 17).

KGW REPLY

Attacks KOIN Amendment Plea

KGW Portland, Ore., in competitive hearing with KOIN there for a new TV station on vhf Ch. 6, presented FCC last week with a detailed attack upon KOIN's petition to the Commission for consent to amend the KOIN application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners [B•T, Dec. 1].

KOIN's proposed amendment, which would show that other principal stockholders and 24 station employes have taken over the Stolkin group stock and other obligations, was denied by Hearing Examiner Elizabeth C. Smith [B•T, Nov. 24] on grounds that the amendment involves a substantial change, the proceeding is highly competitive and KOIN did not advance sufficient "good cause" to warrant approval under such circumstances.

KOIN thereupon appealed to the Commission to overrule the examiner, claiming she had erred in her findings. KOIN argued good cause was shown and the changes are not substantial in nature.

KGW's opposition, in addition to attacking KOIN's grounds for amendment, asks the Commission as an alternative to dismiss the KOIN application for Ch. 6 on the grounds that under FCC's rules the amended bid "constitutes in effect a new application, and as such, is filed too late for consolidation in the Portland proceeding."

Examiner Smith meanwhile has postponed the Ch. 6 hearing until Wednesday, pending FCC's ruling on the petitions. KXL Portland last week also was authorized to withdraw its Ch. 6 application, thereby leaving KGW and KOIN the only remaining contestants in the proceeding.

Concerning the proposed KOIN amendment, the KGW petition noted "at least four major factors govern whether 'good cause' has been shown within the meaning of Sec. 1.365(a) of the Commission's rules and regulations. They are: (1) The timeliness of the proposed amendment; (2) the substantiality of the proposed amendment; (3) the reasons for the proposed amendment, and (4) the degree of prejudice to opposing parties."

KGW argued that "as to each and every one of these four factors," KOIN "has failed to sustain its burden of showing why said amendment would be in the 'public interest'."

As to timeliness, KGW contended KOIN did not submit its amendment until Nov. 3, some 33 days after commencement of the hearing on Oct. 1. As to substantiality, KGW argued the "amendments proposed are major in character and in effect are the equivalent of a new application."

"No valid reason is given for amending," KGW alleged, "and in fact, on any one of three grounds, the amendment should be denied." KGW cited these grounds for denial:

(a) Bad faith is shown because the inference is clear that [KOIN] amended for the purpose of avoiding the consequence of possible adverse proof and for the purpose of strengthening its application.

(b) Even if no bad faith is shown, it was the affirmative acts of [KOIN] which allowed these men to sever their corporate relations and escape their corporate obligations; accordingly, [KOIN] cannot claim innocence or surprise, nor can it claim the amendment was necessitated by circumstances over which it had no control.

(c) Even if [KOIN] is completely innocent and was unable to prevent this severance, it is submitted that voluntary severance by shareholders can never be the sole basis for amendment.

Supporting Examiner Smith's findings, contained in her memorandum opinion and order to deny the KOIN amendment, KGW said these findings "without a doubt" constituted "a reasonable exercise of the discretion vested in her in an area where there are a number of complex and variable factors. Accordingly, the Commission should not upset her determination unless it is clearly erroneous and not in accordance with established Commission policy."

KGW further argued that "even were this Commission to assume the complete innocence of [KOIN] "and its inability to resist this mass migration of its shareholders, it would be a strange anomaly to hold that this lack of shareholder responsibility constitutes a sufficient basis for amending. [KOIN] chose these shareholders, not [KGW]; and if [KOIN's] shareholders cannot be relied upon, it would seem unreasonable to suppose that the consequences of such misplaced reliance should fall on those who chose the irresponsible shareholders, and not upon innocent third parties."

CHARLOTTE SESSIONS

Facts on TV Laid Out

PROSPECTIVE television operators from five states received a two-day dose of local operation "facts of life" during last week's Southeastern Television Conference held in Charlotte, N. C., under the sponsorship of WBTV (TV). The Dec. 3-4 agenda climaxed by FCC Comr. Robert Bartley's talk on Thursday evening gave those planning to enter the video medium a comprehensive prospectus of the many problems in operating local TV stations.

Reed T. Rollo, of the legal firm of Kirkland, Fleming, Green, Martin & Ellis opened the session, speaking on "What's Happening to Your Application?" Mr. Rollo traced the itinerary of contested and uncontested applications through the FCC, and warned delegates against small defects in applications.

Ken Tredwell, WBTV operations director; Howard Head and A. D. Ring, consulting engineers; and Gaines Kelley, general manager of WFMY-TV Greensboro, N. C., rounded out the first morning's session with discussions of facilities and engineering. The afternoon session of the first day was taken up with talks on program operations, film buying and handling, local live programs, and discussion of the TV cable. Norris Russell, special contact representative for Southern Bell Telephone Co., described that company's plans for expansion of present cable and microwave facilities in the South.

After talks on promotion by Bob Covington, sales by Wally Jorgenson, and business management by Ken Spicer, all of WBTV, Dick Doherty of NARTB gave delegates the "facts" of TV economics (see story, page 85).

FCC Comr. Robert T. Bartley, speaking on a topic which he called "The Plugged Nickel," said FCC operations cost less than five cents per capita for the nation's population. He outlined FCC regulatory functions, claiming the 150-person staff of the Broadcast Bureau was barely comparable to a normal AM-TV organization in a metropolitan city.

* * *

EMERSON GRANTS

First Planned Soon

FIRST of ten $10,000 grants to educational TV stations offered by Emerson Radio & Phonograph Corp. [B•T, June 30] will be made within the next six months, Emerson President Benjamin Abrams predicted last week, probably to either U. of Southern California or U. of Houston, whose stations are nearest completion.

Estimating that $35 million will be needed to get educational TV launched on national basis, with annual operating budget of $25 million, Mr. Abrams announced that Emerson will extend its own assistance beyond the $100,000 initially offered. His resignation as chairman of RTMA Educational TV Committee frees him to solicit support of individual manufacturers, which he feels is urgently needed.

ATTENDING WBTV (TV) Charlotte TV conference last week were (l to r), seated, Legette Blythe, Piedmont Electronics Corp., Charlotte; Shirley Silvers, CBS-TV Spot Sales, New York; Charles Hall, WCSC Charleston, S. C.; standing, J. Robert Covington, WBTV; Alton Tripp, WPTF Raleigh, and Wilbur Albee, WCSC.

WBTV (TV) Charlotte personnel greets Washington speakers at its TV conference last week. L to r: Larry Walker, WBTV assistant general manager; Reed Rollo, of Kirkland, Fleming, Green, Martin & Ellis, Washington attorneys; Charles H. Crutchfield, WBTV general manager; J. Robert Covington, WBTV promotion manager; Howard Head, A. D. Ring & Co., Washington; Kenneth Tredwell, WBTV programs and public relations.

Combined Bids Policy of FCC

(Continued from page 67)

Northwestern Ohio Broadcasting Corp. (WIMA), granted uhf Ch. 35, ERP 91 kw visual and 50 kw aural, antenna 330 ft. Granted earlier (not on air): WLOK-TV Lima, Ch. 73.

Monroe, La. (Group A-2, No. 112)—James A. Noe (KNOE), granted vhf Ch. 8, ERP 175 kw visual and 88 kw aural, antenna 740 ft.

Yakima, Wash. (Group A-2, No. 113)—KIT Inc. (KIT), granted uhf Ch. 23, ERP 22 kw visual and 11 kw aural, antenna 960 ft.

Yakima, Wash. (Group A-2, No. 113)—Cascade Broadcasting Co. (KIMA), granted uhf Ch. 29, ERP 55 kw visual and 27.5 kw aural, antenna 950 ft.

Last week's grants boosted the post-thaw total of new authorizations to 136 permits, of which 10 are for noncommercial, educational outlets. Total TV station authorizations in U. S. now stands at 244. Of this number, 117 are in operation.

In his dissent on the noncommercial grant to the New Jersey Dept. of Education, Comr. Sterling said, "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. A positive statement has been made by the applicant that the funds are not available in this case."

Webster Also Dissents

Comr. Webster dissented for the same reasons he gave in refusing to approve earlier permits awarded the Regents of the U. of New York State for New York City (uhf Ch. 25) and Binghamton (uhf Ch. 46) [B•T, Aug. 18].

At that time he issued a detailed opinion in which he indicated it is unwise to make grants to state-supported institutions prior to their getting TV funds because long delays would ensue while they waited for their legislatures to meet and consider their budget requests.

During this time, he indicated, private educational groups with ready money would be precluded from obtaining the channels and putting them on the air.

Meanwhile, several more new grantees put signals on the air last week or planned to over the weekend.

WSLS-TV Roanoke, Va., began commercial operation on vhf Ch. 10 last Monday. It is an NBC and CBS affiliate. The same day, KGMB-TV Honolulu began program operation on vhf Ch. 9, carrying CBS, NBC and ABC shows.

KROD-TV El Paso, Tex., was granted special temporary authority to commence telecasting on Wednesday and promptly upon receipt of the authority put a test pattern on the air. Regular programming is to begin Dec. 14.

KKTV (TV) Colorado Springs, Col., was to begin programming at 8 p.m. Sunday night following rush construction of new transmitter house (see story page 34).

In turning down WWSW's request for a stay of the effective date for allocation of vhf Ch. 4 to Irwin, Pa., pending court ruling on WWSW's protest of FCC's failure to allocate Ch. 4 to Pittsburgh, the Commission pointed out that the station's appeal is not directed to the Irwin action and does not mention the Irwin assignment in its pleading.

Stating public interest requires denial of the stay request, FCC said, "While it is true, as petitioner asserts, that it may be some time before an authorization to operate Ch. 4 in Irwin could be granted, no legitimate purpose would be served by postponing the time-consuming processing of applications for the channel until the court action is finally terminated. It is true that in the event of reversal of the Irwin assignment such proceeding would have been fruitless. But in the event of affirmance, the public would receive a new television service far more quickly."

Gov. Noe, respecting the KNOE-TV grant for Ch. 8, reported the station would be constructed "with the greatest possible speed" but no target date could be set at this time. Negotiations with equipment manufacturers are underway.

J. A. Newborn Jr., partner in Television Broadcasters, Beaumont Ch. 31 grantee, hopes to commence interim operation with GE equipment in May. American Telephone and Telegraph Corp. has indicated a network line may be available by that time, he said. Mr. Newborn also is permittee for uhf Ch. 21 at Gadsden, Ala., and has bids pending at Minden and Alexandria, La., and Tyler, Tex.

Reports also have been received from other new grantees concerning prospective commencement.

WHUM-TV Reading, Pa., uhf Ch. 61 permittee proposing high tower-high power operation soon, indicated starting date is being postponed from Dec. 15 to Jan. 4 since GE cannot deliver the antenna wave guide until Dec. 20.

WSBA-TV York, Pa., earlier hoping to be on Dec. 1, now is planning Dec. 20 starting date. It is assigned uhf Ch. 43.

WSBT-TV South Bend, Ind., uhf Ch. 34 grantee, plans Dec. 15 commencement.

WBKZ-TV Battle Creek, Mich., uhf Ch. 64 grantee, plans a May 15 commencement date according to John L. Booth, president of Booth Radio and Television Stations Inc., permittee. The station also is expected to serve Kalamazoo, the total area containing a population in excess of 1.7 million. There are 182,500 vhf sets within a 32 mile radius of the WBKZ-TV tower, he indicated.

Booth Radio and Television has purchased the plant of WELL-FM Battle Creek, Mr. Booth reported, for use as the WBKZ-TV studio and transmitter site. It is mid-way between the two cities. RCA equipment will be used.

WBKZ-TV has affiliated with ABC and DuMont, Mr. Booth stated.

WLOK-TV Lima, Ohio, plans interim operation on uhf Ch. 73 by mid-March, it was reported last week by R. O. Runnerstrom, general manager. GE equipment will be installed. New combined radio-TV studio-transmitter building is under construction and when completed WLOK plans to vacate present radio studios and offices in the National Bank Bldg. H-R Representatives will handle national sales for WLOK-TV.

KDZA-TV Pueblo, Col., vhf Ch. 3 grantee, expects to complete studio construction by Dec. 15 and its tower will be up by the end of the month. President Dee B. Crouch reported last week that delivery of all equipment has been promised by Jan. 10 enabling a test pattern to be put on the air by Feb. 1.

May 1 is target date reported for KFSA-TV Fort Smith, Ark., uhf Ch. 22 grantee.

KMJ-TV Fresno, Calif., assigned uhf Ch. 24, also plans May 1 starting date, it was reported last week by Eleanor McClatchy, president of McClatchy Broadcasting Co., permittee.

GE announced last Tuesday it had shipped its first uhf transmitter, a 100 w unit, to WKAB-TV Mobile, Ala., assigned uhf Ch. 40. Frank P. Barnes, GE broadcast equipment sales manager, said a special antenna developed by GE will boost the station's ERP to 2.5 kw and is now undergoing final tests at Syracuse. It is to be shipped this week.

WKAB-TV plans to commence interim operation immediately, with Dec. 15 presently set as target date. The antenna will be erected atop WKAB's 340 ft. tower in downtown Mobile and will provide reception over a 15-mile radius. A 12 kw GE amplifier is to be delivered in the spring. This unit will boost the ERP to 250 kw and the range to 40 miles or more.

WKAB-TV already has received complete studio equipment from GE. The station plans to kinescope CBS, ABC and DuMont. Direct network connection is expected to be made next year.

Merger Bid Letters

Following are given pertinent portions of FCC's McFarland letters to Macon Television and El-Cor Television. The letter to Macon Television said in part:

It appears from your application that the Macon Television Company was organized by the Middle Georgia Broadcasting Company, licensee of Stations WBML and WBML-FM, Macon, and Macon Broadcasting Company licensees of Stations WNEX and WNEX-FM, Macon; that each of the above licensees has been issued 5 shares (50%) of the authorized common stock; that control of the applicant is vested in a Board of Directors consisting of six members, three of whom have been appointed by each stockholder; that each director is also an officer of the applicant corporation; that Alfred Love, owner of 21% of the stock of WNEX, will become general manager of the proposed TV station; that, in addition to channel 47, there is available for commercial operation in Macon, Channel 13; and that the sole applicant for Channel 13 is the Southeastern Broadcasting Company, licensee of Station WMAZ in Macon.

In your application you state that the "two parties to the instant application are aware of the policy considerations present when two corporations, each of which is a licensee of an AM station in a particular community, join together as an applicant for a television station to serve that community." You submit that the exercise of sound discretion by the Commission requires a grant of your application for the reasons alleged by you and summarized below.

(1) At the present time there is no television station in Macon. Presumably, the applicant for Channel 13 will be granted a permit without a hearing. If the parties to this application proceed separatcly as applicants for Channel 47, the public will have purchased VHF receivers before the recipient of the UHF grant is decided, and the problem of building up a UHF audience may prove insurmountable. The granting of this application will mean that VHF and UHF reach Macon at the same time, and thus, competition on an equal basis will exist.

(2) It will involve less cost on the part of the public to install receiving equipment for both channels at the same time. There are many advantages incurring to the public from competition between the two television stations.

(3) Competition between WBML and WNEX, the AM stations, will not be reduced, and the following commitments are made:

(a) Each party is fully qualified to construct and operate a television station, and if this application is not granted, each will refile for channel 47.

(b) The two AM stations will be operated independently and separately from each other. Program policies, sales policies and the discharge of public service responsibilities will be determined and effectuated independently for each station by persons who have no interest, financial or otherwise, in the other station.

(c) Separate rate cards for all three stations will be used, and no advertiser will be required to purchase time on one station as a condition to obtaining time on another. No special inducements, such as combination rates, will be offered advertisers to use more than one of the three stations. . . .

We have given careful consideration to your proposals and to the showing upon which you rely in support of your allegation that a grant thereof would not result in diminution of competition and that such grant would serve the public interest. Upon a careful review of these representations, however, we are unable to conclude merely on the basis of the facts and circumstances presented by your application, that the public interest would be served by a grant thereof. In view of the above, the Commission at this point is of the belief that your application must be designated for hearing on issues relating to the question and problems raised above and to determine whether a grant of your application would serve the public interest. . . .

Letter to El-Cor Television Inc.:

This is with reference to your application (File No. BPCT-513) for a new television broadcast station to operate on Channel 18 in Elmira, New York.

The Commission has carefully considered your application. It appears therefrom that El-Cor Television, Inc. was organized by Corning Leader, Inc. and Elmira Star-Gazette, Inc.; that W. A. Underhill and E. S. Underhill, Jr. together own 100% of the stock of Corning Leader; that said W. A. Underhill and E. S. Underhill also own together 100% of the stock of Elmira-Corning Broadcasting Corporation, licensee of Stations WELM, Elmira, New York, WCLI and WCLI-FM, Corning, New York; that the officers and directors of Elmira-Corning Broadcasting Corporation hold substantially the same positions with Corning Leader; and that Elmira Star-Gazette is the licensee of AM Station WENY, Elmira, New York. It also appears that El-Cor Television, Inc. will be managed by a Board of Directors consisting of five members, three of whom will be selected by Corning Leader and two of whom will be selected by Elmira Star-Gazette; that the Directors appointed by Corning Leader are E. S. Underhill, Jr., W. A. Underhill and Walter Valerius; that the Directors appointed by Elmira Star-Gazette are Paul Miller and T. V. Taft; that the applicant is authorized to issue 2,000 shares of common stock having no par value, of which 200 shares have been issued and are outstanding and 300 shares subscribed for; that Corning Leader holds 102 shares (51%) of the issued stock and has subscribed to 153 shares; and that Elmira Star-Gazette, Inc. holds 98 shares (49%) of issued stock and has subscribed to 147 shares.

In your application you also make the following statement:

"It is the definite intent of the stockholders and directors of El-Cor Television to continue to compete with each

(Continued on page 74)

ROBERT VINES and
HUBERT MEWHINNEY
on KPRC-TV's
NATURE IN ACTION,
2:30 p.m., Sunday

Nature in Action-

Houston's Museum of Natural History, in collaboration with KPRC-TV, brings the amazing truths of NATURE IN ACTION to thousands of very interested viewers on the Texas Gulf Coast.

The NATURE IN ACTION programs presented on KPRC-TV cover a wide variety of subject matter. Some of the outstanding programs featuring scientists and guest authorities presented to date are:

"The Origin of Oil — How It Was Formed" by Dr. J. Brian Eby, Geologist, Houston.
"Fossil Animals of the Past" by Dr. H. J. Sawin, Professor of Science, University of Houston.
"Plants That Eat Animals" by Mr. Robert Vines, Director, Houston Museum of Natural History.
"Cosmic Rays and Atomic Energy" by Dr. Charles F. Squire, Professor of Physics, Rice Institute.
"Snakes the World Over — Presenting Slinky, the Six Foot Live Boa Constrictor" by Mr. Carl Stimson, Herpetologist.
"Human Embryology" by Dr. Joseph I. Davies, Professor of Biology, Rice Institute.
"Fishes, Rare and Common" by Mr. J. L. Baughman, Chief Marine Biologist, Texas Game, Fish and Oyster Commission.
"Parasites of Humans" by Dr. A. C. Chandler, Professor of Parasitology, Rice Institute.
"Diamonds, Past and Present" by Mrs. J. Hanford, American Jewelry Association, New York City.
"Meteorites, Our Stone-pelted Planets" by Mr. H. H. Nininger, Expert on Meteorites, Winslow, Ariz.
"Science in Ancient Times" by Dr. C. D. Leake, Vice-President, University of Texas Medical Branch, Galveston.
"Indian Culture" by Hubert Mewhinney, Naturalist-Columnist, Houston Post Company.

The above listed programs and many others continue to leave a lasting impression on the viewers of KPRC-TV. Robert Vines and Hubert Mewhinney, who conduct the television program, often receive inquiries pertaining to specific programs as long as four or five months after it has been presented. Mr. Vines attributes this to the tripled comprehension resulting from the audio-visual combination. He adds that the program also does much to dispel groundless fears based on folklore or misinformation since it leads KPRC-TV viewers throughout the Texas Gulf Coast to contact Houston's Museum of Natural History whenever they face a puzzling aspect of Nature. It has *notably* increased the attendance and interest in the Museum.

KPRC-TV is proud of the fact that NATURE IN ACTION appeals to the entire family—with 60% of its enormous mail-pull coming from adults and 40% from children. Through NATURE IN ACTION, Mr. Vines, Mr. Mewhinney, and guest authorities answer endless questions from the viewers, fulfilling their desire to SEE straight-forward, scientific demonstrations, both informative and entertaining.

It's a program for the people, presented as a public service by KPRC-TV.

KPRC-TV HOUSTON
CHANNEL 2

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.

PINPOINT YOUR PERSISTENT SALESMAN

UNDUPLICATED COVERAGE IN 240,000 HOMES WITH PERSISTENT SELLING TO MORE THAN 720,000 PEOPLE . . . IN PROSPEROUS SOUTHERN NEW ENGLAND

WJAR-TV PROVIDENCE

Represented Nationally by
Weed Television
In New England — Bertha Bannon

ABC-UPT Merger Attacked

(Continued from page 26)

a final decision is rendered, and assured Sen. Tobey that "the Commission will give this proceeding careful study and consideration before issuing its decision."

Sen. Langer's letter was dated Nov. 20 and also received a reply from Acting Chairman Hyde, on Nov. 28, in behalf of all the Commissioners. Mr. Hyde detailed the remaining steps to be taken before a final decision was made, begged off making any comments on the matter since it was still under active consideration.

Text of Sen. Langer's letter was as follows:

. . . As a member of the Senate Judiciary Committee who has long been interested in the enforcement of our antitrust laws, I am shocked at the proposal of your hearing examiner, particularly in view of the proposed findings of fact calling attention to the antitrust record of the motion picture producers and exhibitors which was filed with your hearing examiner by members of your legal staff. In these findings, they say there have been at least 180 antitrust actions against Paramount which were settled or are still pending.

I note that, in large measure, the findings of your hearing examiner are predicated on a prior order of the Commission limiting his consideration of anti-trust violations of the various applicants to those occurring within the last three years. There are no circumstances which can justify such a limitation. It made irrelevant a record of law violation extending over several decades. It permitted consideration only of the record of these companies and their officials *after* the Supreme Court condemned their law violations and forced them into a probationary period of good behavior and pious utterances. I regret that this order of the Commission did not come to my attention until recently and that I, therefore, did not have an opportunity to protest against this action.

Those of us in Congress who are charged with responsibility for the Department of Justice and the amending of the laws dealing with monopolies and restraint of trade cannot but look askance at the actions of any federal agency which, in effect, condone and sanction antitrust violators, even to the point of refusing to consider their record in any realistic sense. It is my understanding that you are charged to consider the character of applicants who seek to use the radio and television frequencies and that in the past your commission has refused to condone antitrust violations by giving those who have been found guilty of such acts the invaluable license to use the air. Similarly, I recall that prior commissions have sought to avoid any monopoly or tendency toward monopoly in the radio field by compelling the sale by NBC of its Blue Network. As is apparent to anyone who reads a daily newspaper, television licensees are immediate and direct competitors with the theatres for a viewing audience. The severe competition between TV and theatres is accepted by theatre owners except on occasions when it is in their selfish interest to contend otherwise. It is self-evident that this competition will increase. It is self-evident that the theatres and the television licensees will be competitors for the product of motion picture producers. It is also evident that this will be true both with respect to so-called "free" television programs and "pay-as-you-see" programs. To indicate otherwise, as does your examiner, is to deny facts known to every child who looks at a TV set.

In the face of these incontrovertible facts, your hearing examiner proposed to approve as a licensee of the Commission persons and corporations who have been notorious violators of the antitrust laws. He would place them in a position to violate the antitrust laws in all respects similar to the position the Supreme Court struck down except that TV stations are substituted for motion picture houses.

Additionally, the approval of this merger permits a combine of persons who would otherwise be competitors for the product of motion picture and other producers. A network, stations owned and operated by a network and a motion picture theatre chain with theatre TV installations will be joined together. Theatre TV interests have already monopolized outstanding sporting events to the exclusion of home TV. The competition for audiences between the owned and operated stations of ABC and the theatres of UPT is real, direct and effective today. The same is true with respect to film. It must be apparent to all that this competition will intensify and increase in the future unless its elimination is condoned by your commission. I cannot believe the day will ever arrive when a federal government agency will, by its action, eliminate competition, encourage monopoly and unfair competition.

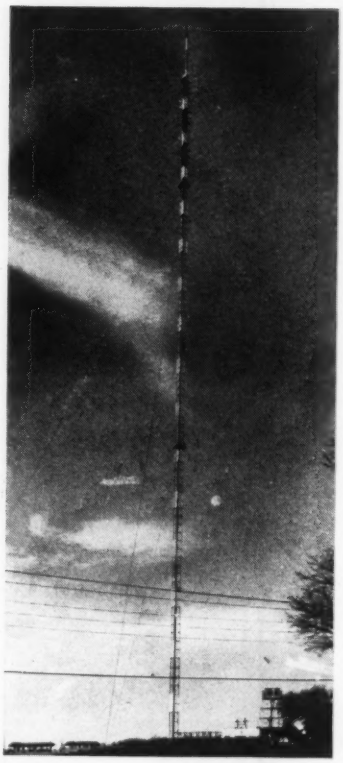
Your hearing examiner naively assumes that there can and will be competition between two subsidiaries of the same corporate head. Those of us who have had experience with the antitrust laws know that such an assumption is preposterous. It is to assume that the left hand will not know what the right hand is doing. On the basis of such an assumption, the commission was wholly unwarranted in requiring the divorcement of the Red and Blue Networks of NBC.

As your lawyers so well pointed out, this proposed merger is but the parallel first step of what transpired in the motion picture industry where complete unification of production, distribution and exhibition was finally achieved and then declared illegal by the Supreme Court. You will remember that as Governor of my State I secured the passage of that first divorcement law. The pattern established by the very people who urged this merger and urged themselves as acceptable licensees to the Commission is clear and will result in the ultimate unification of the motion picture and television industries. It must be anticipated that if this merger is approved and these persons allowed to enter the television field to achieve equal competitive status and the end result again will be the merging of production, distribution and exhibition with the exhibition in this instance encompassing the new media of television.

I suggest to you that the complacent acceptance by your hearing examiner of the self-serving statements that they will do no wrong in the future by men who have charted the unrestrained and illegal course of companies involved in the past stands in distinct contrast to the statement of the Supreme Court in the Paramount case when it said:

"Those who have shown such a marked proclivity for unlawful conduct are in no position to complain that they carry the burden of showing that their future clearances come within the law."

I sincerely hope that no action taken by your commission will require those of us charged with the supervision of antitrust laws to inquire whether federal agencies are treading down those laws rather than seeking to further them. I am sending a copy of this letter to the Attorney General so that he may have his Antitrust Dept. make a thorough study of this matter and make recommendations to you and to the Judiciary Committee.



WBEN-TV Buffalo's 1,057-foot tower from which station began telecasting Nov. 24 [B•T, Dec. 1]. Atop the super-gain antenna, attached to the tower itself, is the pylon antenna of WBEN-FM

WDTV Channel Switch

DuMONT'S WDTV (TV) Pittsburgh completed its switch-over from Ch. 3 to Ch. 2, in compliance with FCC's freeze-lift order, on Nov. 23 and plans to implement its grant for increased power by installing a new transmitter next spring, spokesmen reported last week. To accomplish the channel change, a new transmitter was put into use; the old one will be modified to Ch. 2 for use during the transition to higher power (100 kw ERP from 16.7) and, later, as a standby.

In Philadelphia

...people watch

WPTZ

more than any

other TV Station!*

*Not our estimate but ARB
figures for the entire year
of 1951 and the first
6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales

Morals Report Expected, Hearing Ends

(Continued from page 27)

Gamble, president of the American Association of Advertising Agencies, urge that the broadcasting-advertising industry be permitted to police is own activities.

Mr. Gamble stressed that in all contracts, the broadcaster is given final authority on acceptance of artists and program content.

The American system of broadcasting, Mr. Gamble said, makes the people the final judge. The public is constantly voting on which programs they will or will not listen to.

Whether a program is immoral or offensive is a question of personal opinion subject to an individual's outlook and the changing mores of society, Mr. Gamble said.

"I do not believe that Congress will want to go beyond this [laws on obscenity and regulations administered by Federal Trade Commission, FCC, Federal Alcohol Commission and Food & Drug Administration] and regulate opinion, any more than the Congress has wanted to curtail free speech or invade the free press," he said.

Broadcasters are best able to cope with improper programs or commercials, Mr. Gamble replied in answer to one question.

Only 2.8% of the 37,426 radio continuities the Federal Trade Commission examined in 1950 were set aside for further study, Mr. Gamble said. Only 3.9% of the 2,102 TV continuities were set aside, he added.

Referring to an AAAA "Monthly Interchange of Opinion on Objectionable Advertising," Mr. Gamble said that in the last two years only 12% of the advertisements singled out for objections were radio, only 6% TV. Mostly, he said, the objections were for poor taste, although there were substantial objections to certain products being advertised on the air.

Brown Attacks Networks

Earlier the House subcommittee heard Gordon Brown, owner of WSAY Rochester, N. Y., recommend that Congress require the FCC to license networks.

Mr. Brown, who has waged a long fight against what he alleges to be network domination, told the committee that network programs contained the material which some people found offensive. He declared that locally originated programs by station operators rarely could be accused of offending the public's tastes.

Recommendation that cigarette and beer advertising be banned from the airwaves from 4 to 8 p.m. —as sort of a "children's hour"— was offered by Paul C. Mitchell, chairman of the Committee on Peace and Social Action of the First Methodist Church of Mt. Vernon, N. Y.

Mr. Mitchell, who said his only complaint was the effect such advertising has on minors, called attention to a program featuring the Rev. Norman Vincent Peale, minister of the Marble Collegiate Church in New York, author and lecturer, which he said was interrupted by the announcer after the introduction with "And now a word about Knickerbocker beer."

In the program, which his group adopted, Mr. Mitchell also urged that (1) children not be used in radio or TV commercials advertising cigarettes, beer or wine; (2) programs which have large appeal to youth — like baseball games, circuses, etc.—should not be sponsored by cigarette, beer or liquor interests; (3) no cigarette, beer or liquor advertising to be inserted near or between cultural, religious or educational programs, and (4) no cigarette, beer or liquor advertising be broadcast on Sundays.

Appeal for the Harris committee to recommend legislation banning the interstate advertising of alcoholic beverages was made by Clayton M. Wallace, National Temperance League.

Inserted in the record was a letter from Frederic C. Clair, manager of WHYU Newport News, Va., expressing his opposition to any censorship. He said that his station policed itself and gives the public far less off-color material than can be found in newspapers.

Rep. Harris also read into the record a letter forwarded by Thad H. Brown, NARTB TV director, from John E. Fetzer, WKZO-TV Lansing owner and chairman of the NARTB TV Code Review Board, which described the new policies of the Lansing station respecting crime programs and beer commercials [B•T, Oct. 27].

Combined Bids Policy

(Continued from page 70)

other in both the newspaper and radio broadcasting fields in this area. Each newspaper and each radio station involved will continue to have its own distinct and separate staff. There is now no common personnel between station WENY and the Elmira Star-Gazette, Inc. or between the Underhill group of radio stations and the Corning Leader, Inc. There will be no common personnel between the television station and these newspapers or radio stations. There will be no combination rate cards or joint sales, contracts or proposals in the television operation. The only occasions upon which a community of interest will operate will be at the meetings of the directors and of the stockholders of El-Cor Television."

The facts set forth in the subject application raise questions involving the Commission's Rules and existing Commission policy. Section 3.35 of the Commission's Rules limits the extent to which AM stations with overlapping primary service areas may be under common control. In additon, and as a matter of general policy, the Commission has required that there be complete divorcement of management, ownership and other interests between stations of the same class in the same community or serving substantially the same area. The above Rule and policy was adopted after extensive consideration of the problems raised by the concentration of control of standard broadcast stations serving substantially the same area and was promulgated for the purpose of preventing undue concentration of ownership or of interest in AM stations serving the same community or area. The Commission has consistently taken the position that any degree of cross-ownership or overlapping interests between licensees of the same class in the same city is undesirable.

The successful operation of a television station owned by the licensees of two AM stations requires a close and harmonious relationship between the two AM licensees. We are unable to determine now that such a relationship would not be inimical in a significant degree to the normally expected arms-length competition in the operation of the two AM stations. The capacity for competition between the two AM stations, as well as the independent determination of their policies with repect to day-to-day activities such as the programming of their respective stations and the competitions for revenue, cannot remain unaffected by the joint television venture. The same persons who must reach agreement with respect to matters such as television programming, rates and advertising policies would be required to plan with respect to their AM interests on the very same matters, but in competition with each other. The economics and psychology of such a joint venture militates against the separate and independent operation of the two AM stations. Any proposal for such an operation must, therefore, receive the most careful examination.

We have given careful consideration to your proposals and to your showing that a grant of your application would not result in diminution of competition and that such a grant would serve the public interest. We are unable to conclude, however, merely on the basis of the facts and circumstances presented by your application, that the public interest would be served by a grant thereof. In view of the above, the Commission, at this point, is of the belief that your application must be designated for hearing on issues relating to the questions and problems raised above and to determine whether a grant of your application would serve the public interest. . . .

they came! they saw! they BOUGHT!

Sullivan, Stauffer, Colwell & Bayles, Inc.
407 FIFTH AVENUE · NEW YORK 16

Mr. Jerome R. Reeves
WBNS-TV
495 Olentangy River Road
Columbus, Ohio

Dear Tad:

Afraid I have waited much too long in writing to tell you what an excellent job your station did on the film spots for the Beeman's Pepsin commercial production project. So now I would like to register a most sincere thanks to you, your Film Department and other members of your staff who participated in this project, for your splendid cooperation.

We all felt the finished results were most satisfactory, and have just gotten approval to extend this spot campaign in Columbus through June 30.

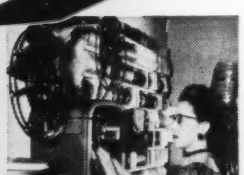
You may be interested to know that Beeman's Pepsin sales for the Columbus area during the month of April showed the improvement hoped for. Since TV is the "plus" advertising being done on this brand in your market, this seems to indicate that our spot campaign out there has produced results.

Again, my sincere thanks for a job well done.

Best regards,

Bill Anderson

C. William Anderson, Jr./fdg



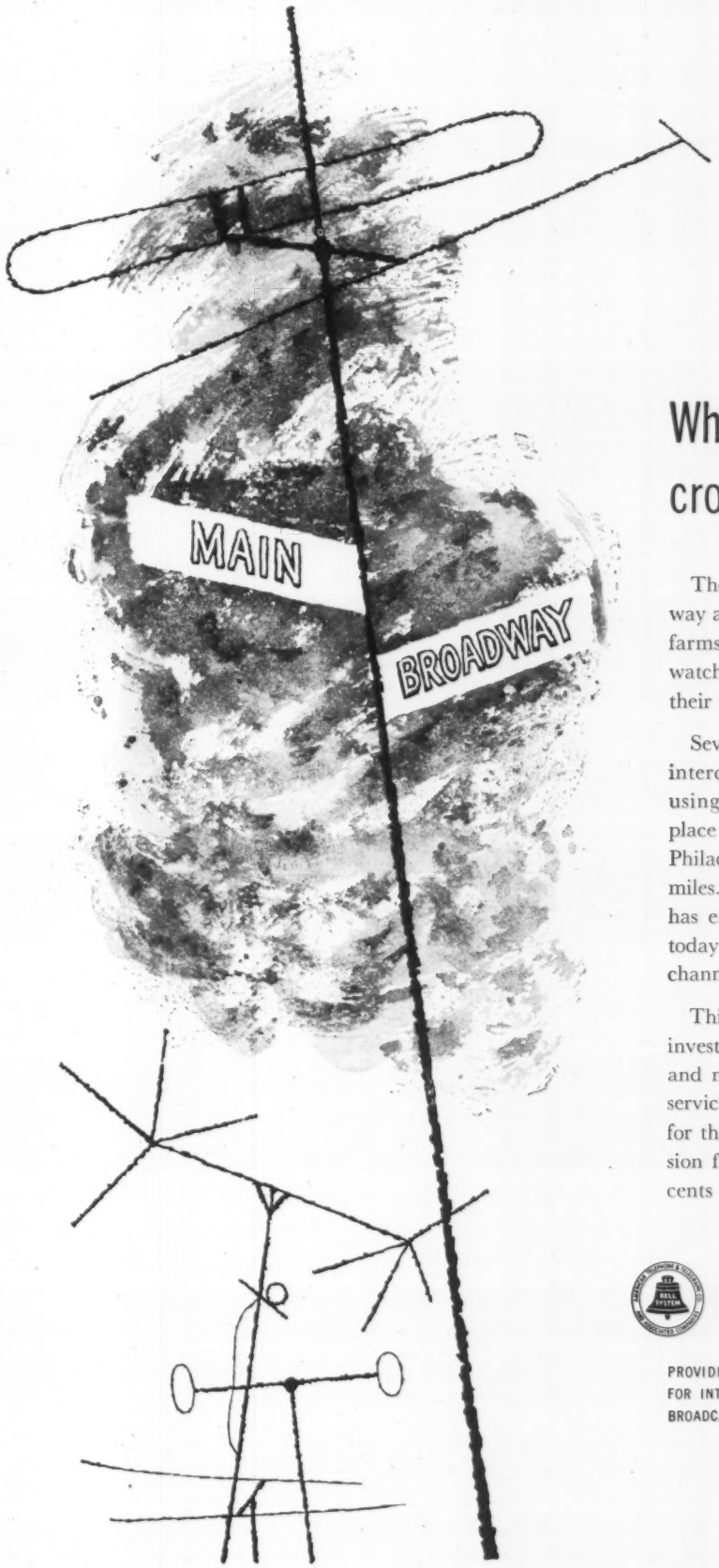
Film commercials for the successful Beeman's Pepsin spot campaign were produced in WBNS-TV's own 16 mm. laboratory, and are indicative of WBNS-TV's all inclusive services available to local, regional and national advertisers.

CBS

you can see the difference on WBNS-TV

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV



Where Broadway crosses "Main Street"

The curtain goes up on Broadway and people in towns and on farms across the country can watch from front row center on their television sets.

Seven short years ago the first intercity television broadcast, using today's methods, took place between New York and Philadelphia—a distance of 95 miles. Since then the Bell System has expanded its network until today it contains over 30,000 channel miles.

This expansion required great investments of ingenuity, effort and money. Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM

PROVIDING TRANSMISSION CHANNELS FOR INTERCITY RADIO AND TELEVISION BROADCASTING TODAY AND TOMORROW.

The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET

Call	City and State	Ch.	Granted	Commencement	Network	Rep.
WAKR-TV	Akron, Ohio	49	Sept. 4	Spring 1953	.....	Weed
WRTV (TV)	Albany, N. Y.	*17	July 24	Unknown	.....	.....
KFDA-TV	Amarillo, Tex.	10	Oct. 16	March	.....	Branham
KGNC-TV	Amarillo, Tex.	4	Oct. 9	March-April	.....	Taylor
WPAG-TV	Ann Arbor, Mich.	20	Sept. 25	March 15	.....	McGillvra
WCEE (TV)	Asbury Park, N. J.	58	Oct. 2	Late 1953	.....	.....
WISE-TV	Asheville, N. C.	62	Oct. 30	Unknown	.....	.....
WPTV (TV)	Ashland, Ky.	59	Aug. 14	Unknown	.....	.....
WFPG-TV	Atlantic City, N. J.	46	Oct. 30	Dec. 15	NBC, ABC CBS, DuMont	Pearson
KCTV (TV)	Austin, Tex.	18	July 11	Unknown	.....	.....
KTBC-TV	Austin, Tex.	7	July 11	On Air (Nov. 27)	CBS, ABC, NBC	Taylor
KTVA (TV)	Austin, Tex.	24	Aug. 21	Unknown	.....	.....
WAFB-TV	Baton Rouge, La.	28	Aug. 14	Jan. 1	CBS, DuMont, NBC, ABC	Adam Young
WBCK-TV	Battle Creek, Mich.	58	Nov. 20	July	.....	.....
WBKZ-TV	Battle Creek, Mich.	64	Oct. 30	May 15	ABC, DuMont	.....
	Television Broadcasters Beaumont, Tex.	31	Dec. 4	May	.....	.....
	Signal Hill Telecasting Corp., Belleville, Ill.			Late 1952	CBS	Adam Young
WLEV-TV	Bethlehem, Pa.	51	Oct. 30	Unknown	.....	Meeker
WQTV (TV)	Binghamton, N. Y.	*46	Aug. 14	Unknown	.....	.....
WICC-TV	Bridgeport, Conn.	43	July 11	Jan. 1	ABC	Adam Young
WSJL (TV)	Bridgeport, Conn.	49	Aug. 14	Unknown	.....	.....
WTVF (TV)	Buffalo, N. Y.	*23	July 24	Unknown	.....	.....
WCSC-TV	Charleston, S. C.	5	Oct. 30	April 1	.....	Free & Peters
WOUC (TV)	Chattanooga, Tenn.	49	Aug. 21	Unknown	.....	McGillvra
WTVT (TV)	Chattanooga, Tenn.	43	Aug. 21	Unknown	.....	.....
KKTV(TV)	Colorado Springs, Col.	11	Nov. 28	On Air (Dec. 7)	.....	.....
KRDO-TV	Colorado Springs, Col.	13	Nov. 20	April	.....	McGillvra
WCOS-TV	Columbia, S. C.	25	Sept. 18	March	.....	Headley-Reed
WNOK-TV	Columbia, S. C.	67	Sept. 18	April	CBS	Raymer
WONE-TV	Dayton, Ohio	22	Nov. 26	July	.....	.....
	Prairie Television Inc., Decatur, Ill.	17	Nov. 20	Unknown	.....	.....
KBTV (TV)	Denver, Col.	9	July 11	On Air (Oct. 2)	CBS, ABC	Free & Peters
KDEN (TV)	Denver, Col.	26	July 11	Spring 1953	.....	.....
KFEL-TV	Denver, Col.	2	July 11	On Air (July 18)	NBC, DuMont	Blair-TV Inc.
KIRV (TV)	Denver	20	Sept. 18	Unknown	.....	.....
WFTV (TV)	Duluth, Minn.	38	Oct. 24	March 1	.....	.....
WKAR-TV	East Lansing, Mich.	60	Oct. 16	September	.....	.....
WTVE(TV)	Elmira, N. Y.	24	Nov. 6	March 8	.....	Forjoe
KEPO-TV	El Paso, Tex.	13	Oct. 24	Early 1953	.....	Avery-Knodel
KROD-TV	El Paso, Tex.	4	July 31	Dec. 14	CBS, DuMont	Taylor
KTSM-TV	El Paso, Tex.	9	Aug. 14	Jan. 1	.....	Hollingbery
WSEE-TV	Fall River, Mass.	46	Sept. 14	May	.....	.....
WTAC-TV	Flint, Mich	16	Nov. 20	Unknown	.....	.....
WCTV (TV)	Flint, Mich.	28	July 11	Early 1953	.....	.....
WFTL-TV	Fort Lauderdale, Fla.	23	July 31	March 1	.....	Sears & Ayer
WITV (TV)	Fort Lauderdale, Fla.	17	July 31	Unknown	.....	.....
KFSA-TV	Fort Smith, Ark.	22	Nov. 13	May 1	.....	.....
WFMD-TV	Frederick, Md.	62	Oct. 24	Unknown	.....	.....
KMJ-TV	Fresno, Calif	24	Sept. 18	May 1	.....	Raymer
WTVS(TV)	Gadsden, Ala.	21	Nov. 6	April	.....	.....
	Gu'f Television Co., Galveston, Tex.	11	Nov. 20	March 1	.....	.....
	Rudman Television Co., Galveston, Tex.	41	Nov. 20	Unknown	.....	.....
WBAY-TV	Green Bay, Wis.	2	Nov. 13	March 1	.....	Weed
WCOG-TV	Greensboro, N. C.	57	Nov. 20	Unknown	.....	.....
WHP-TV	Harrisburg, Pa.	55	Sept. 25	May	.....	Bolling
WSON-TV	Henderson, Ky.	50	Nov. 20	Unknown	.....	.....
WHYN-TV	Holyoke, Mass.	55	July 11	Early 1953	.....	Branham
KGMB-TV	Honolulu, T. H.	9	Aug. 7	On Air (Dec. 1)	ABC	Free & Peters
KONA (TV)	Honolulu, T. H.	11	Oct. 24	On Air (Nov. 22)	DuMont	Forjoe
KUHT (TV)	Houston, Tex.	*8	Aug. 21	Unknown	.....	.....
WIBM-TV	Jackson, Mich.	48	Nov. 20	Unknown	.....	.....
WJTV (TV)	Jackson, Miss.	25	Sept. 11	Dec. 25	CBS, ABC, NBC, DuMont	Katz
WARD-TV	Johnstown, Pa.	56	Nov. 20	Unknown	.....	Weed
WGFG-TV	Kalamazoo, Mich.	36	Nov. 26	Unknown	.....	.....
WIMA-TV	Lima, Ohio	35	Dec. 4	Unknown	.....	.....
WLOK-TV	Lima, Ohio	73	Nov. 20	March 15	.....	H-R Reps
KFOR-TV	Lincoln, Neb.	10	Oct. 16	Jan. 1	.....	Petry
KOLN-TV	Lincoln, Neb.	12	Oct. 2	Feb. 1	.....	Pearson
KRTV (TV)	Little Rock, Ark.	17	Sept. 18	April 15	.....	Pearson
KETV (TV)	Little Rock, Ark.	23	Oct. 30	Unknown	.....	.....
KUSC-TV	Los Angeles	*28	Aug. 28	Unknown	.....	.....
WKLO-TV	Louisville, Ky.	21	Nov. 26	Unknown	.....	.....
KCBD-TV	Lubbock, Tex.	11	Oct. 9	Spring 1953	.....	Pearson
KDUB-TV	Lubbock, Tex.	13	Oct. 9	On Air (Nov. 13)	CBS, DuMont	Avery-Knodel
WLVA-TV	Lynchburg, Va.	13	Nov. 13	Feb. 15	.....	Hollingbery
WWOD-TV	Lynchburg, Va.	16	Nov. 6	Unknown	.....	.....
KSAC-TV	Manhattan, Kan.	*8	July 24	Unknown	.....	.....
WMAC (TV)	Massillon, Ohio	23	Sept. 4	April 1	.....	.....
WALA-TV	Mobile, Ala	10	Nov. 26	Dec. 20	.....	Headley-Reed
WKAB-TV	Mobile, Ala.	48	Aug. 7	Dec. 15	DuMont, CBS	Forjoe
KNOE-TV	Monroe, La.	8	Dec. 4	Unknown	.....	.....
WCOV-TV	Montgomery, Ala.	20	Sept. 18	March	.....	Taylor
WLBC-TV	Muncie, Ind.	49	Oct. 30	March 8	.....	.....
WNBH-TV	New Bedford, Mass.	28	July 11	Unknown	.....	Walker
WKNB-TV	New Britain, Conn.	30	July 11	Jan. 15	.....	Bolling
	N. J. Dept. of Education, New Brunswick, N. J.	*19	Dec. 4	Unknown	.....	.....
WKST-TV	New Castle, Pa.	45	Sept. 4	February	.....	Meeker
WGTV (TV)	New York City	*25	Aug. 14	Unknown	.....	.....
WOSH-TV	Oshkosh, Wis.	48	Nov. 26	Unknown	.....	.....
	Southland Television Inc., Pensacola, Fla.	15	Nov. 13	June	.....	Young
WEEK-TV	Peoria, Ill.	43	Aug. 28	January	.....	Headley-Reed
WIP-TV	Phi'adelphia, Pa.	29	Nov. 26	Unknown	.....	.....
KPTV (TV)	Portland, Ore.	27	July 11	On Air (Sept. 19)	NBC	NBC Spot Sales
WEOK-TV	Poughkeepsie, N. Y.	21	Nov. 26	Dec. 1953	.....	.....
KCSJ-TV	Pueblo, Col.	5	Oct. 30	March 1	.....	Avery-Knodel
KDZA-TV	Pueblo, Col.	3	Nov. 13	Feb. 1	.....	.....
WETV (TV)	Raleigh, N. C.	28	Oct. 16	March 1	.....	Avery-Knodel
WROH (TV)	Rochester, N. Y.	*21	July 24	Unknown	.....	.....
WHTV (TV)	Syracuse, N. Y.	*43	Sept. 18	Unknown	.....	.....
WEEU-TV	Reading, Pa.	33	Sept. 4	May 15	.....	Headley-Reed
WHUM-TV	Reading, Pa.	61	Sept. 4	Jan. 4	CBS	H-R Reps.
WROV-TV	Roanoke, Va.	27	Sept. 18	January	ABC	Burn-Smith
WSLS-TV	Roanoke, Va.	10	Sept. 11	On Air (Dec. 1)	NBC, CBS	Avery-Knodel
WTVO (TV)	Rockford, Ill.	39	Sept. 11	Unknown	.....	.....
WKNX-TV	Saginaw, Mich.	57	Oct. 2	February	.....	Gill-Keefe & Perna
KFEQ-TV	St. Joseph, Mo.	2	Oct. 16	April	.....	Headley-Reed
WSUN-TV	St. Petersburg, Fla.	38	Oct. 9	May 1	.....	Weed
KITO-TV	San Bernardino, Calif.	18	Nov. 6	Fall 1953	.....	Hollingbery
KTXL-TV	San Angelo, Tex.	8	Nov. 26	Unknown	.....	.....
WKAQ-TV	San Juan, P. R.	2	July 24	1954	.....	Inter-American
	Santa Barbara Bcstg. & Telecasting Corp., Santa Barbara, Calif.	3	Nov. 13	May	ABC, DuMont, CBS, NBC	.....
WGBI-TV	Scranton, Pa.	20	Aug. 14	April	.....	Blair-TV Inc.
WTVU (TV)	Scranton, Pa.	73	Aug. 14	Dec. 25	.....	.....
KWTV (TV)	Sioux City, Iowa	36	Oct. 30	Unknown	.....	.....
	Cowles Bcstg. Co., Sioux City	9	Nov. 20	Unknown	.....	.....
KELO-TV	Sioux Falls, S. D.	11	Nov. 20	Feb. 1	.....	Taylor
WSBT-TV	South Bend, Ind.	34	Aug. 28	Dec. 15	.....	Raymer
KHQ-TV	Spokane, Wash.	6	July 11	January	NBC	Katz
KXLY-TV	Spokane, Wash.	4	July 11	Dec. 25	CBS, ABC, DuMont	Walker, Pac. NW Bcstrs.
WWLP (TV)	Springfield, Mass.	61	July 11	Late 1952	.....	Hollingbery
KTTS-TV	Springfield, Mo.	10	Oct. 9	April	.....	.....
KOPO-TV	Tucson, Ariz.	13	Nov. 13	Jan. 15	.....	Hollingbery
KVOA-TV	Tucson, Ariz.	4	Nov. 13	Unknown	.....	Raymer
	Central Texas Television Co., Waco, Tex.	34	Nov. 13	Unknown	.....	.....
WHHH-TV	Warren, Ohio	67	Nov. 6	Unknown	.....	.....
WATR-TV	Waterbury, Conn.	53	Oct. 30	March 1	.....	Rambeau
	White Television Co., Wichita Falls, Tex.	22	Nov. 6	April	.....	.....
WBRE-TV	Wilkes-Barre, Pa.	28	Oct. 2	Jan. 1.	NBC	Headley-Reed
WILK-TV	Wilkes-Barre, Pa.	34	Oct. 2	Feb. 1	ABC-DuMont	Avery-Knodel
WRAK-TV	Williamsport, Pa.	36	Nov. 13	Unknown	.....	.....
KIMA-TV	Yakima, Wash.	29	Dec. 4	Unknown	.....	.....
KIT-TV	Yakima, Wash.	23	Dec. 4	Unknown	.....	.....
WNOW-TV	York, Pa.	49	July 11	Early 1953	DuMont	.....
WSBA-TV	York, Pa.	43	July 11	Dec. 20	ABC	Radio-TV Reps
WFMJ-TV	Youngstown, Ohio	73	July 11	Early 1953	NBC	Headley-Reed
WKBN-TV	Youngstown, Ohio	27	July 11	Early 1953	CBS, DuMont, ABC	Raymer
WUTV (TV)	Youngstown, Ohio	21	Sept. 25	Unknown	.....	.....

* Educational permittees.

Your Super TV Time Salesman!

Gray Telops are used by more TV stations than any other 4x5 commercial slide projector! With the new Telop II you can make even retail commercials interesting and effective—*at low cost.* You get the professional studio effects of superimposition, lap dissolve, fade-out—more effective handling of weather reports, ticker tape news, time announcements, etc. Gray Telop II handles slides, photographs, artwork or cards . . . needs only one operator. *Write for Circular RD-12.*

GRAY RESEARCH and Development Co., Inc., 598 Hilliard St., Manchester, Conn.

PRESIDENT

Div. of The Gray Manufacturing Co.—Originators of the Gray Telephone Pay Station and the Gray Audograph

21% INCREASE IN COOKIE SALES IN 5 MONTHS

That's what the Cal Ray Cookie Company (one of Los Angeles' largest and oldest manufacturers) did on KHJ-TV in the first 5 months of their daytime TV spot campaign. No other advertising was used during this period.

You will be amazed at the low rates and the high ratings of KHJ-TV in Los Angeles.

Note to other food accounts:
The entire Cal Ray budget spent on KHJ-TV would have bought ¼ page weekly in only one of the leading Los Angeles newspapers.

For further information on how you, too, can increase your Los Angeles market sales, call or write

KHJ-TV SALES
1313 North Vine Street
Hollywood 28, Calif. • HUdson 2-2133

KHJ-TV SALES
c/o WOR-TV, 1440 Broadway
New York 18, N. Y. • LOngacre 4-8000

KHJ-TV SALES
2107 Tribune Tower
Chicago, Illinois • SUperior 7-5110

KHJ-TV SALES
1000 Van Ness Avenue
San Francisco 9, California
PRospect 6-0500

KHJ-TV
Channel 9
DON LEE TELEVISION

Liability Remedy Asked of House

(Continued from page 27)

by Rep. John McCormack (D-Mass.) earlier this year. Purpose of the study is to streamline political campaign procedure, with more realistic laws governing expenditures.

In his prepared statement, Chairman Walker, who was accompanied by FCC General Counsel Benedict Cottone, lauded the radio-TV industry's record over the years—"and especially in the recent campaign"—as one "of which we can be proud." He termed it "essential at the same time that these valuable media do not become the monopoly of any one point of view, of one political party, or of one particular candidate."

Equal Time Vs. Opportunity

Stating Congress' intent was to insure "fair and equal treatment" for all candidates on radio-TV, Mr. Walker noted Sec. 315 (1) is directly applicable only to legally qualified candidates, (2) does not require stations to afford free time to any such candidates (unless it has permitted use of its facilities to another), and (3) bounds stations, when they do sell time, to offer it at comparable rates to all candidates.

Chairman Walker cited the distinction between providing an equal amount of time and making equal opportunities available. "All candidates may not be in a position to take advantage of their legal opportunities if they do not have the funds to purchase as much time as their opponents," he observed.

Turning to commercial coverage of the political conventions and other sponsorship factors, the FCC Chairman declared:

I think it is fair to state that in all instances which have been reported to the Commission of commercial sponsorship of political programs there is no evidence that any of the commercial sponsors intended by their sponsorships to favor any particular candidate or party. On the other hand, a question is raised as to whether such programming, especially where it is carried on, as some was, after the nominations and during the campaign itself, constitutes a "contribution" to the candidate and party who is therefore enabled, without cost to it, to present its case to the American people.

This practice raises several questions. In the first place, it is not clear whether such commercial sponsorship by corporations or labor unions of political broadcasts in which valuable air time is made available to the political candidates for federal offices or their parties, is consistent with the existing provisions of the Corrupt Practices Act. On this point we believe that Congress should clarify the situation so that licensees and the potential sponsors of such programs may know their rights, and take such action as may be appropriate to comply with the provisions of law. And whatever determination is made as to whether such financing of campaign broadcasts should be permitted or prohibited, this method of paying some of the costs of political campaigns must enter into the Committee's over-all calculations.

But there is a more immediate problem which has already been presented to the Commission arising out of this new method of paying for political programs. For the question has arisen as to whether, for purposes of applying Section 315 of the Communications Act, such time as is made available to some candidates on a sponsored program is to be classified as free time because no expenditure on the part of the candidate or his party is involved, or paid time because the stations carrying the program received compensation from the sponsor. The importance of this question results from the fact that, if the time is classified as free, stations will, if a candidate appears on such a program, be under an obligation under the law to afford time, without cost, to legally qualified opposing candidates, whether or not the station can secure a sponsor for the time utilized by the opposing candidate. On the other hand, if the time were to be classified as "paid time" it is clear that a tremendous weapon for political favoritism would be placed in the hands of corporations or unions willing to take advantage of it.

Sen. Monroney had informed Chairman Walker of some concern in network quarters that a local GOP candidate running against a Democratic speaker who appeared in a commercially-sponsored debate program could demand free time on stations in his state or Congressional district. Chairman Walker replied that such programs must be considered as free and opposing candidates could demand equal time on the lower local level.

"We think this determination . . . was the only one possible in view of the obvious objective of the Act to maintain equality of opportunity among legally qualified candidates," he told the committee.

Referring to the Horan proposal, the FCC Chairman said he felt Congress should study it. He said "legally qualified candidates" are defined by state law—not the Commission or Congress—and noted the

(Continued on page 80)

NCAA Satisfied With Control Plan

(Continued from page 67)

effects "have come unanimously from precisely those parties who stand to gain financially by the elimination of any restrictions." In this connection, the letter cited RTMA, "one or two colleges who could obtain large sums from the sale of their own TV rights," advertising agencies, and Dr. DuMont. It suggested that Dr. DuMont, as a businessman, wished to "provide his customers with the best possible wares" but remarked that as a scientist, he should examine all factors "carefully" and avoid "citing misleading statistics to prove a point to which his own self-interest has already led him."

Answers Dr. DuMont

In answer to Dr. DuMont's charge that the TV committee has never been able to prove that TV has had—or would have—a lasting effect on the box office, NORC called this statement "true but entirely irrelevant." It pointed out that what will happen in the future can never be "proved" but said it has been established that in each of the last three seasons, TV has had an adverse effect.

NORC challenged Dr. DuMont's assertion that its own study demonstrated that declines were more marked among colleges where there was no television. NORC declared that even in 1951 with a restricted TV program, colleges in TV areas drew only 85% of their 1947-48 pre-TV attendance, while other colleges improved over those base years to 106%. It decried Dr. DuMont's comparison of trends from 1950 to 1951 as evidence of TV effects, noting that a fair criterion is to measure trends before and after the advent of TV.

In countering Dr. DuMont's contention that factors other than TV could affect football attendance, NORC replied that it has "repeatedly said that TV is only one of many factors" and it has tried to control these other factors (i.e., bad weather, poor teams, decreasing enrollment) to "observe the independent effect of television."

The letter said NORC cannot be charged with self-interest in the controversy because the organization's research on the problem was initated jointly by the colleges and the four networks, including DuMont, in 1950.

Paul B. Sheatsley, eastern representative of NORC, who signed the letter to the NCAA TV committee, told BROADCASTING • TELECASTING last week that since 1951 the organization has been working solely for the NCAA. He noted that NORC is an academic, non-profit research organization that "has been guided solely by the facts."

CAMPAIGN COSTS

May Top $5 Million—'Times'

RADIO-TV expenditures by the two major parties during the 1952 election campaign may "easily" have exceeded $5 million, the *New York Times* reported last week on the basis of a 48-state survey of campaign spending.

Out of a "rock-bottom" estimate of "at least" $32,155,251 total expenditures by political organizations, independent groups, and candidates, the *Times* said an estimated $3,511,800 went for network radio and television campaigning. This sum, based on estimates supplied by the networks, was divided as follows: $2,083,400 spent by the Republicans; $1,428,400 by the Democrats.

Figures are close to those reported earlier by this journal [B• T, Nov. 10].

"TV STUDIO OPERATIONS"

New, Non-Mathematical CREI Course

Prepared with Complete Cooperation

of all 4 Major TV Networks

Station executives pondering the problem of where to find trained personnel for anticipated TV operations may expect help from a new home study course just announced by Capitol Radio Engineering Institute of Washington, D. C.

"TV Studio Operations," was developed by CREI, in cooperation with all 4 major television networks. Because of the chains' help, the course will train station staffers the way networks want them trained.

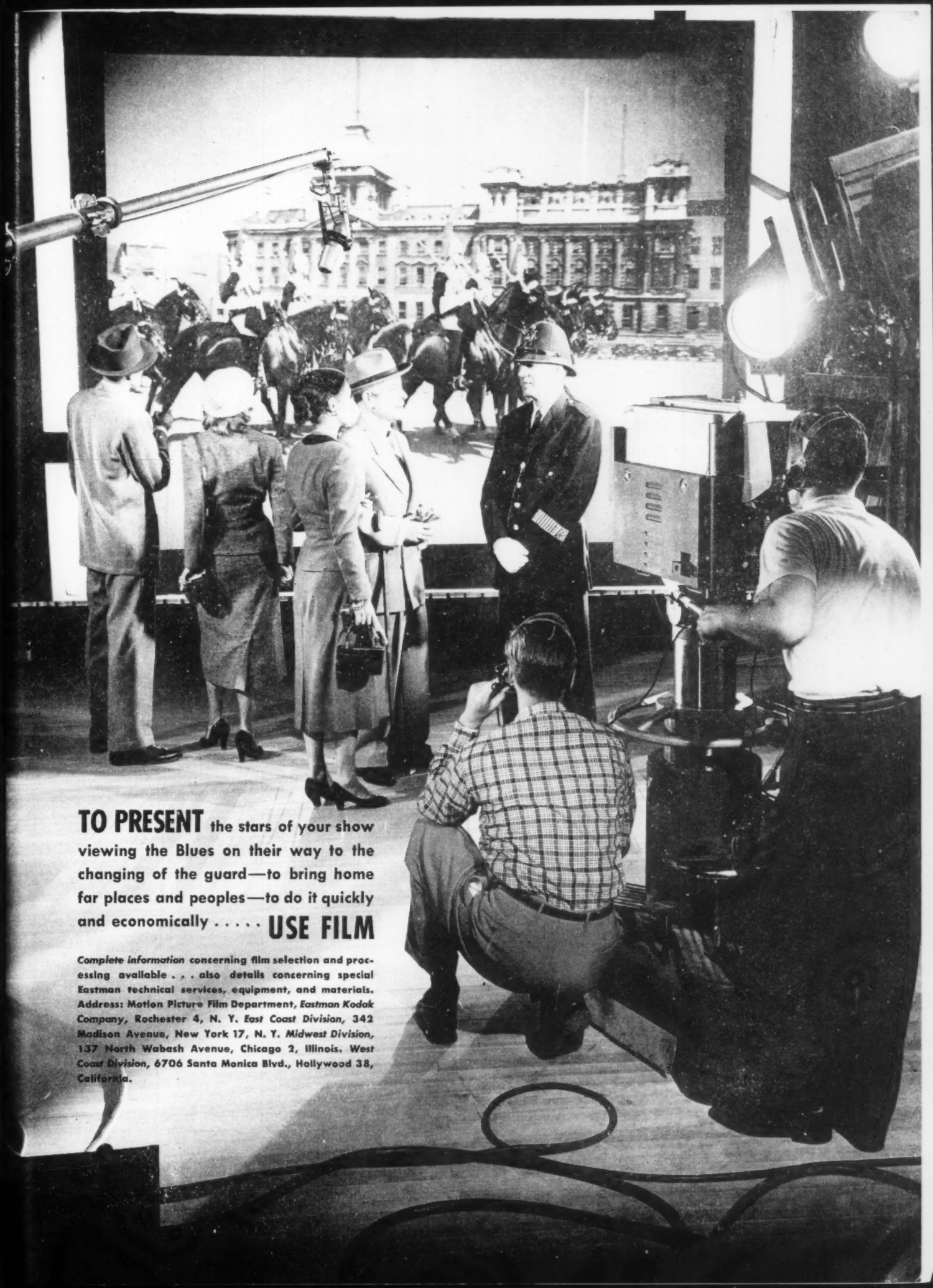
CREI suggests to station executives that they recommend the new non-mathematical course to their own personnel so as to have trained people available for forthcoming TV operations.

The home study method by which this course will be completed is the same plan by which CREI has successfully trained many thousands of men for industry and for the armed services.

For further information write to Mr. E. Corey, Dept, 412D, Capitol Radio Engineering Institute, 3224 Sixteenth St., N.W., Washington 10, D. C.

XUM

XUM



TO PRESENT the stars of your show viewing the Blues on their way to the changing of the guard—to bring home far places and peoples—to do it quickly and economically . . . . . **USE FILM**

Complete information **concerning film selection and processing available . . . also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, *Eastman Kodak* Company, Rochester 4, N. Y. *East Coast Division,* 342 Madison Avenue, New York 17, N. Y. *Midwest Division,* 137 North Wabash Avenue, Chicago 2, Illinois. *West Coast Division,* 6706 Santa Monica Blvd., Hollywood 38, California.**

XUM

YOU WANT COVERAGE?

Say "WHEN" TELEVISION

Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and *buy*, when you Sell via WHEN.

YOU'LL GET RESULTS

ON CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

Liability Remedy Asked of House

(Continued from page 78)

Communist Party is legal in many states.

Citing the Commission's prohibition against censorship of political material of candidates, Mr. Walker referred to an "apparent Congressional mandate" and expressed belief that broadcast licensees "are not subject to being sued under state libel and slander laws."

The Commission recognizes, however, he added, that this immunity has not been "universally recognized" and has supported the Horan proposal. He continued:

It should be made clear that there does exist an important area of governmental concern with those political programs which fall outside of the provisions of Section 315. For the Communications Act clearly provides that station licenses and renewals thereof may only be granted where the Commission is able to find that the "public interest" would be served thereby. And the Commission has consistently held that one of the most important factors in any station's operation in the "public interest" is its willingness to afford opportunity for the expression of opposing viewpoints on controversial issues of interest to the listening public. In our view, as expressed in a report on "Editorializing by Broadcast Licensees" . . . the public interest of the community served by the station rather than the personal interests of the licensee chosen to provide a public service, is paramount, and while the licensee is not precluded from stating his own opinion, he cannot do so to the exclusion of other points of view.

Since elections are clearly both highly controversial and of great community interest, it is clear that stations have an obligation to be fair and to present opposing viewpoints in their programming relating to election campaigns, even with respect to the programs which do not fall within the provisions of Section 315 and with respect to which absolute mathematical equality of opportunity is not required. And in reviewing the overall record of stations in licensing proceedings—usually in connection with their applications for renewal of license, the Commission has an opportunity for determining whether these obligations of stations to present both sides of public issues, has been met.

This fact has meant that even with respect to political broadcasts not falling within the protections of Section 315, broadcast stations have been conscious of their duty to present a relatively balanced presentation of opposing viewpoints. This, of course, is not the same thing as providing candidates with an absolute right to equal treatment and we do not mean to suggest that the general duty of stations to be fair obviates the necessity for requiring absolute equality of treatment of the candidates themselves. But it is important to point out to the Committee that we are not confronted with a situation in which stations are free to permit or sponsor partisan one-sided presentations of election issues to the exclusion of opposing points of view, through the device of confining such programming to programs not falling within the rather restricted ambit of Section 315 of the Communications Act.

Committee members perked up on the censorship question, apparently disbelieving the dilemma confronting broadcasters. In response to a request by Rep. Boggs for clarification, Mr. Cottone recited the history of political broadcast cases, including the Felix vs. Westinghouse and Port Huron rulings.

Mr. Cottone said there has been no direct court decision exempting stations from libel. In the Port Huron case (WHLS Port Huron, Mich.), he pointed out, the Commission found an "unauthorized act of censorship" (it refused facilities to all candidates) but waived penalty action.

In the Westinghouse situation, he noted, three stations (KYW WFIL WCAU Philadelphia) would not have been held liable if there had been a legally qualified candidate—not merely a spokesman—involved.

The stations claimed Sec. 315 forbade censorship and were upheld by a district court. The U. S. Court of Appeals reversed the decision, however, and rendered the stations liable. A spokesman for a candidate had labeled another person a Communist. Mr. Cottone noted the stations had pleaded Sec. 315 as defense.

The Dilemma

Rep. Boggs wanted to know whether a station can deny its facilities to another candidate if there's obvious libel. Mr. Cottone replied that if it offers its facilities to one candidate, it cannot refuse them to another, under the Port Huron ruling.

"You mean a station cannot deny and cannot permit, at the same time?" Rep. Boggs asked. Mr. Cottone felt there should be no culpability where there is no means for a station to protect itself, but noted in the Westinghouse case the stations were liable under state law. Until the Port Huron case, he said, some stations censored talks and others did not.

In instances where the licensee or someone under his control was responsible for libelous utterances, Chairman Walker replied, upon questioning, that "then something ought to be done."

Mr. Hardy also referred to the Horan bill and advocated a "realistic solution" to the broadcasters' problem. In response to questioning from Rep. Karsten, he said some networks have commentators who take a strong position on political issues, and others have a policy against them, but felt that overall the views of commentators were well balanced.

Mr. Hardy said it would be "extremely impractical" to put a limit on radio-TV expenditures on behalf of candidates, as suggested in some quarters.

Equal Time Discussed

On equal time opportunities, the NARTB official said this is difficult to comply with, though in many cases, parties seemed satisfied with the offer of equal time.

He was asked about the amount of time sold to each major party at the national or network level. Mr. Hardy said it was fairly evenly distributed, with perhaps a slight edge to the GOP. He noted the Senate Privileges & Elections Subcommittee is collecting data.

Asked about mushrooming TV costs, Mr. Hardy cited line charges, operation costs and other expenses. He said politicians feel sometimes they are charged twice in the event of pre-emptions but said this would come out of the broadcasters' pockets otherwise. Mr. Hardy stressed that responsibility for pre-empting programs rests with the individual licensee, which evidently surprised Rep. Keating.

He said a breakdown by political committees on actual amount paid out for time alone would be helpful and a "truer picture." He also gave committee members profit-and-loss data of TV stations in different station markets, based on the FCC annual report.

Throughout the hearings, the *New York Times* survey on political expenditures popped up for comment. Mr. Hardy also was asked for his views on the Congressional ban on telecasts of committee hearings and proceedings. (See stories pages 78, 40.)

Mr. Mitchell testified that the various committees sometimes "collided" on plans for getting radio-TV time, and felt efforts should be coordinated from the national committee. He said the current $3 million limit is too low. He suggested that while Gov. Adlai Stevenson may have been on TV more often, there was more money available for President-elect Eisenhower's personal appearances. Mr. Mitchell said that, all radio-TV appearances considered (Gov. Thomas Dewey, etc.), the Republicans spent much more on broadcast media.

One program Oct. 3 cost the Democrats $52,000 — $33,000 for CBS-TV, $11,000 for CBS Radio and $8,000 for newspaper ads—he noted. Mr. Mitchell conceded it may not have been wise to have reserved time segments early this year, despite no payout for pre-emptions, which he estimated would have boosted cost of programs 50%.

Cheaper by Five

SIDELIGHT of the *New York Times* survey on campaign expenditures was the revelation that a one-minute TV spot announcement in Washington state costs political parties more than a five-minute program, newspaper reported. Campaign officials reported a rate of $135 for a 20-second spot, $170 for a one-minute announcement and $160—a special rate—for a five-minute show. The story did not identify the station but presumably it was KING-TV Seattle. (Survey story is on page 78.)

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

HAWAII'S FIRST TV STATION FLOWN FROM ELECTRONICS PARK

Equipment sent Nov. 8 via transoceanic flight puts KONA Honolulu on air Nov. 17

Complete station equipment was shipped by air from General Electric's headquarters in Electronics Park, Syracuse to KONA Honolulu to open the Islands' first active television center. Flying Tiger Air Lines made the initial hop to San Francisco where Transocean Air Lines took over final delivery of the expedited shipment.

29,090 lb. Shipment Flies 4900 Miles

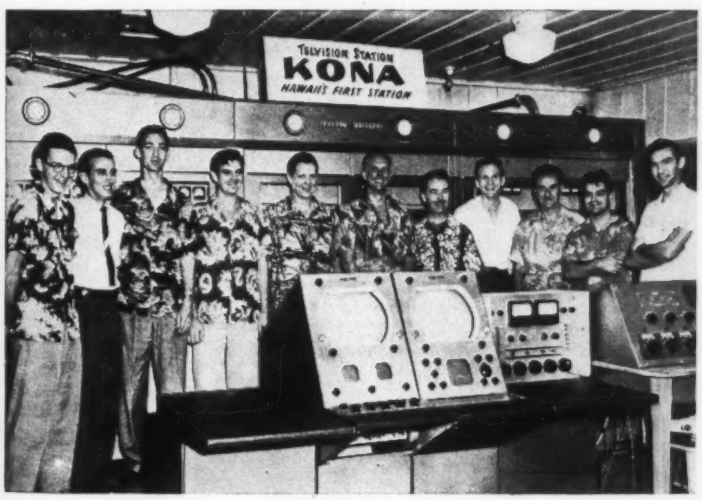
One of the largest air loads of electronics equipment ever moved, the shipment totaled 29,000 pounds including a dozen 20' boxes of transmission cables. G-E engineers traveled 4900 miles with the 5 kw transmitter, single bay antenna, and studio equipment in order to supervise immediate installation. Total cost of the delivered units approaches a half million dollars.

Additional Equipment Ordered

Radio Honolulu, station owners, have already placed an order with G-E for a 50 kw amplifier to boost transmitter power 10 times plus a six bay antenna to increase KONA's ERP (Effective Radiated Power) six times.

G. B. Leonard, General Sales Manager of Transocean Air Lines, far left, supervises equipment loading at Oakland, Calif. Transocean used four planes on this special assignment.

ENGINEERS RATE SALUTE



G-E and Radio Honolulu engineers are shown with the equipment they installed to put KONA on the air in record time! L. to R.—R. Walser, Chuck Smith, L. Haven, C. A. Prohaska, Paul S. Appling, C. T. Haist, R. Bird, R. Utterback, N. Rotolo, E. Pratt and R. Thompson. KONA will operate on Channel 11 using a temporary TV antenna mounted on the tower of radio station KPOA.

ON THE AIR 10 DAYS AFTER EQUIPMENT WAS SHIPPED!

George H. Bowles
General Manager
KONA

Talk about speed—just 10 days after equipment was shipped from the General Electric plant in Syracuse, New York, Station KONA Honolulu went on the air. This record time was made possible by aerial delivery of all units and six General Electric engineers who were flown to Honolulu to direct installation.

Praises G-E Engineers

In a cable to the General Electric Company, George H. Bowles, General Manager of KONA, said the station opening was a complete success, "thanks to your staff and the wonderfully enthusiastic and efficient group of engineers sent here by G. E."

HANDLED KONA EQUIPMENT ORDER

A key figure in the carefully executed air delivery of complete station equipment to KONA Honolulu, was Charles T. Haist, District Sales Manager for G. E. on the West Coast.

C. T. Haist

Mr. Haist worked closely with Radio Honolulu officials for many months in planning required station facilities and expediting delivery. He was on hand at Oakland to help supervise loading and accompanied the equipment from there to Hawaii.

San Francisco Headquarters

Haist maintains headquarters in San Francisco since his appointment as District Sales Manager, Broadcast Equipment in July, 1950. His territory covers Wyoming, Montana, Idaho, Washington, Oregon plus portions of Nevada and California.

GENERAL ELECTRIC

THAT'S FLORIDA'S
WTVJ
Originating for CBS network ... the first nation-wide telecast of
the ORANGE BOWL GAME
Serving and selling over 825,000 year-round residents
WTVJ
CHANNEL 4
MIAMI
Call your FREE & PETERS COLONEL today!

telestatus

'Lucy' Still First, Videodex Reports

(Report 245)

FOR the sixth month, excluding the show's summer hiatus, CBS-TV's *I Love Lucy* was in first place among network television programs for both percentage of TV homes and number of TV homes reached, in the November Videodex Reports. Complete breakdown follows:

Program	No. of Cities	% TV Homes
1 I Love Lucy (CBS)	54	63.0
2 Godfrey's Talent Scouts (CBS)	19	46.7
3 Godfrey & Friends (CBS)	54	42.5
4 Groucho Marx (NBC)	59	42.3
5 Jack Benny (CBS)	37	41.9
6 Dragnet (NBC)	33	41.6
7 Buick Circus Hour (NBC)	45	41.3
8 Your Show of Shows (NBC)	54	39.9
9 Toast of Town (CBS)	40	38.6
10 Colgate Comedy Hour (NBC)	58	38.1

Program	No. of Cities	No. of TV Homes (000)
1 I Love Lucy (CBS)	54	10,539
2 Groucho Marx (NBC)	59	7,720
3 Godfrey & Friends (CBS)	54	7,519
4 Your Show of Shows (NBC)	54	7,154
5 Colgate Comedy Hour (NBC)	58	6,985
6 Buick Circus Hour (NBC)	45	6,315
7 Jack Benny (CBS)	37	6,272
8 Toast of Town (CBS)	40	6,076
9 Dragnet (NBC)	33	5,915
10 Philco TV Playhouse (NBC)	51	5,909

* * *

Wash. State Outlines Educational TV Plan

THE newly-formed state of Washington Citizens' Committee on Educational Television has announced plans to establish a statewide TV educational system. At a meeting of some 150 committee members in Seattle, it was decided to establish local groups in Tacoma, Omak, Wenatchee, Ellensburg, Yakima, the Tri-City area (Pasco-Richland-Kennewick), Walla Walla, Spokane and Pullman.

Newly selected officers of the statewide group are chairman, Edwin C. Whiting and vice-chairman, Mrs. Arthur Skelton, both of Seattle; executive secretary, John E. Hansen, Olympia, and treasurer, Edward J. Lehan, Spokane.

Likelihood that Seattle soon will use Ch. 9 for educational television was seen last week after an announcement that equipment worth $183,000 has been contributed to the Seattle Committee on Educational Television by Mrs. A. Scott Bullitt, president of KING-TV Seattle.

Equipment includes antenna, tower, transmitter, a two-camera chain, two motion picture projectors, a Monoscope slide projector, monitoring equipment and other items. KING-TV also has offered the proposed educational station staff advice on technical, operations and program matters.

Gift becomes effective when KING-TV completes installation of new equipment to increase its own power, and when the educational TV group obtains a construction permit for its proposed station.

In a statement acknowledging the gift on behalf of the Seattle Committee on Educational Television, Edwin H. Adams, chairman, said:

This group, with representatives from the various educational institutions in the area, has been working for some time towards utilizing Ch. 9 for an educational TV station in Seattle. Mrs. Bullitt's most generous offer solves one of our biggest problems and just about assures this area of making use of Ch. 9.

Prof. Adams is director of radio and television for the U. of Washington, and manager of KUOW (FM) Seattle.

ABC-TV's *Adventures of Ozzie & Harriet* was voted "Program of the Month" for December by 10th District P.-T.A., Los Angeles, "as demonstrating that families are fun in everyday living."

Weekly Television Summary—December 8, 1952—Telecasting Survey

City	Outlets on Air	Sets in Area
Albuquerque	KOB-TV	16,500
Ames	WOI-TV	109,771
Atlanta	WAGA-TV, WSB-TV, WLTV	215,000
Austin	KTBC-TV	12,200
Baltimore	WAAM, WBAL-TV, WMAR-TV	434,807
Binghamton	WNBF-TV	98,500
Birmingham	WAFM-TV, WBRC-TV	122,000
Bloomington	WTTV	194,050
Boston	WBZ-TV, WNAC-TV	966,000
Buffalo	WBEN-TV	305,102
Charlotte	WBTV	268,203
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,258,765
Cincinnati	WCPO-TV, WKRC-TV, WLWT	383,000
Cleveland	WEWS, WNBK, WXEL	679,012
Columbus	WBNS-TV, WLWC, WTVN	237,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	196,985
Davenport	WOC-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Dayton	WHIO-TV, WLWD	253,000
Denver	KFEL-TV, KBTV	78,198
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	817,000
Erie	WICU	175,550
Ft. Worth Dallas	WBAP-TV, KRLD-TV, WFAA-TV	196,985
Grand Rapids	WOOD-TV	223,961
Greensboro	WFMY-TV	135,896
Houston	KPRC-TV	201,000
Huntington-Charleston	WSAZ-TV	127,904
Indianapolis	WFBM-TV	292,000
Jacksonville	WMBR-TV	80,000
Johnstown	WJAC-TV	177,301
Kalamazoo	WKZO-TV	241,832
Kansas City	WDAF-TV	243,357
Lancaster	WGAL-TV	177,313
Lansing	WJIM-TV	120,000
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH KTLA, KNXT, KTTV	1,422,981
Louisville	WAVE-TV, WHAS-TV	210,000
Lubbock, Tex.	KDUB-TV	7,000
Matamoros (Mexico), Brownsville, Tex.	XELD-TV	27,300
Memphis	WMCT	159,453
Miami	WTVJ	155,000
Milwaukee	WTMJ-TV	374,877
Minn.-St. Paul	KSTP-TV, WCCO-TV	329,200
Nashville	WSM-TV	84,786
New Haven	WNHC-TV	340,000
New Orleans	WDSU-TV	133,213
New York-Newark	WABD, WBS-TV, WJZ-TV, WNBT WOR-TV, WPIX, WATV	3,059,400
Norfolk-Portsmouth-Newport News	WTAR-TV	141,961
Oklahoma City	WKY-TV	170,801
Omaha	KMTV, WOW-TV	154,876
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,124,585
Phoenix	KPHO-TV	67,400
Pittsburgh	WDTV	535,000
Portland, Ore.	KPTV	30,734
Providence	WJAR-TV	237,000
Richmond	WTVR	145,954
Rochester	WHAM-TV	164,000
Rock Island	WHBF-TV	156,000
Quad Cities Include Davenport, Moline, Rock Isa., E. Moline		
Salt Lake City	KDYL-TV, KSL-TV	90,800
San Antonio	KEYL, WOAI-TV	110,212
San Diego	KFMB-TV	158,050
San Francisco	KGO-TV, KPIX, KRON-TV	481,000
Schenectady-Albany-Troy	WRGB	237,400
Seattle	KING-TV	197,300
St. Louis	KSD-TV	451,000
Syracuse	WHEN, WSYR-TV	202,556
Toledo	WSPD-TV	209,000
Tulsa	KOTV	134,275
Utica-Rome	WKTV	81,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	405,407
Wilmington	WDEL-TV	123,540
	Total Sets in Use:	19,490,022

Total Stations on Air 118* Total Markets on Air 68*

* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

the kitchen is bigger now

With a schedule move from mid-afternoon to 1 P.M. and double the television sets to draw from, Suzie McIntyre's "Carolina Cookery" (Monday through Friday) is winning an average Videodex rating of 14.5

The merest mention of a recipe for Japanese fruit cake last month drew 570 mail requests on one day. Come into Suzie's kitchen for sales results in the Carolinas.

WBTV

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales

FILMS FAVORED

Nat Wolff Cites Benefits

FILMING of video shows was roundly endorsed at a television forum that marked the opening of new headquarters for the Advertising Club of Los Angeles in the Hotel Statler.

Speaking on "advantages of package television shows" Nat Wolff, vice-president in charge of radio and television production, Young & Rubicam Inc., New York, declared that his agency last year had many house-produced programs, but this year is using only film packages.

From a cost standpoint, he pointed out, one show alone last year required 14 persons the year around. It represented a $3,000 loss per week to the agency. Such losses do not exist when shows are filmed packages, he reminded.

Mr. Wolff said he believes in packages because they utilize the talents of specialists who know how to build entertainment. The entertainment value must be achieved for an audience before the program "sell" can be built, he emphasized.

"An agency or advertiser could not afford to hire such specialists because top creative men in film production can earn from $60,000 to $125,000 a year. But it is possible to obtain their services by buying a film package."

Although many top creative people are particularly interested in making TV films when they can obtain residual rights, Mr. Wolff made the personal observation that the value of residuals is not yet known.

He cautioned agency executives that although the change to package film shows this fall has brought good ratings, a program cannot be called successful unless it sells merchandise.

"It is through the proper selection of the right program for the right product, and the exercise of judgment and experience that agency men will earn their 15% even though they are no longer responsible for production," he said.

Film Termed Economical

Klaus Landsberg, vice-president and West Coast director of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, decried the fact that the cost of television is getting beyond the reach of the local advertiser. He endorsed film by saying that $30,000 will produce a good program that is economically realistic when spread over 60 markets.

In his opinion, video films are the death knell for networks. A film can be used in any market and the advertiser can choose the time and station. When this can be done there is no need for interconnected stations telecasting the same program simultaneously. This is the reason the networks fight for live programming even though it is not economical, he opined.

At the same time, Mr. Landsberg said it is possible to build a good local live show at a reasonable price if: (1) It is based on sight as well as sound; (2) it fits into the local community; (3) and is produced at a price an advertiser can afford.

Mr. Landsberg revealed that KTLA is now planning to break away from the traditional blanket rate on the card to a formula based on audience times length of commercial times number of commercials. The audience would be estimated through a composite of all ratings.

Hal Roach Jr., vice-president and executive producer of Hal Roach Studios Inc., a panel member, screened a number of commercials, and observed that costs can be cut if: (1) The agency trusts the producer and the suggestions he makes; (2) trick shots are kept to a minimum; (3) sufficient time is allowed for the 70 steps in production to take their normal course. Rush work costs more because of added labor and other costs, he emphasized.

As a producer, Mr. Roach said he has observed these faults: (1) Too much copy with the result that the viewer can't absorb what he hears; (2) audio which does not match the action seen; (3) copy which does not relate to what is seen.

Al Simon, head of Al Simon Productions, a panel member, confessed to having been converted from a "live" viewpoint to film as a result of his association with such programs as *I Love Lucy, George Burns & Gracie Allen Show, I Married Joan* and others. Current technical developments portend that film quality will be equal to live within a few years, he predicted.

Scoffing at the idea that most television programming will move to New York, he pointed out that the space isn't there.

"Even the networks can't compete with Hollywood studios when it comes to cost of sets and props," Mr. Simon said. "A film studio can tie up a stage from week to week, which a network can't afford to do."

Pointing out that the cost of lighting, set construction and striking may be as high as $15,000 for a show in New York, he asserted that labor costs are higher there, too.

Donn Tatum, director of television, ABC Western Division, was moderator of the panel and James W. Staples, Los Angeles manager of Beaumont & Hohman Inc., chairman of the session.

Video's Potential

Charles Luckman, co-designer of CBS Television City in Los Angeles, at the luncheon meeting that preceded the panel session, told members of the ad club that television, if used judicially, can improve this country's politics and government. "It can stop wars and bring lasting peace," he declared.

"Long political campaigns may be ended by television in 1956," he said, adding that it would be a "blessing to all."

"Television made the last campaign the most costly in history," said the former president of Lever Bros. "Unless controlled, the next one will be even more extravagant."

He proposed that campaign costs be limited to $3 million by Congress and that the money be allotted to each party by the government itself (see separate story). He further suggested that Congress make it illegal for private or vested interests, labor unions as well as corporations, to contribute to political parties.

Mr. Luckman urged the telecasting of all sessions of Congress, observing:

"If we televised to the nation what I saw [when he visited Congress in session], we would get either a new modus operandi or a new Congress. Television may be the means of performing a gigantic job of air-conditioning the halls of Congress."

more LISTENING COMFORT with lightweight TELEX headsets!!

THE ONLY PERSONAL PART OF ANY COMMUNICATION SYSTEM

*MONOSET
The modern styling and dependability and superior performance of the TELEX Monoset have made old fashioned headphones obsolete. Magnetic.

*DYNASET
New dynamic under-chin TELEX Dynaset, with more highs and lows of both music and speech, is the delight of radio and TV monitors. Weighs only 1.25 oz.

Modern, lightweight, durable . . . Easily adjustable and built for hard usage, TELEX Headsets give top quality reception without the punishment of extra weight and pressure.

*TWINSET
This lightweight 1.6 oz. TELEX Twinset pipes signal directly into the ear, blocking out background noises and banishing listening fatigue. Magnetic.

*EARSET
Sensitive TELEX Earset slips onto ear and is preferred by all who use single-phone headsets. Weighs only ½ oz. and leaves other ear free for phone calls or conversation.

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In Canada, ATLAS RADIO CORP., Toronto

TELEX
HEARING AT ITS BEST

KTLA (TV) EXPANDS

Additional Space Planned

KTLA (TV) Hollywood, with clearance granted by the Los Angeles Building Commission, will start construction on additional studios and executive offices within six months.

Plans call for a new three-story building in addition to three separate theatre-type studios, which will more than double KTLA's present production facilities, it is said. Present one-story building is to be augmented by one or two additional stories to house station's offices.

CANADIAN MFRS.

Urge Govt. Alter Policy

CANADIAN television manufacturers plan action against the government's recent policy of limiting private television station development to smaller centers.

Following a board meeting of the Radio-Television Mfrs. Assn. of Canada on Nov. 27, a statement was issued "that there is no logical reason why long-standing applications for privately-owned television should not now be considered. . . ." The association's statement pointed out that there are already over 20 million U. S. homes enjoying TV on a competitive basis without any annual license fee.

TV OPERATION

Noncommercial's Cost Higher—Doherty

SOME small educational TV stations may cost as much to operate as small commercial TV stations, according to Richard P. Doherty, NARTB employe-employer relations director.

Speaking Thursday before the Southeastern Television Conference at WBTV (TV) Charlotte, N. C. (see conference story this issue), he debunked some of the predictions about low-cost possibilities of educational video operation, presenting results of several years' analysis of TV station expenses. Mr. Doherty is a former educator, having headed the Economics Dept. at Boston U. for many years.

"Some persons who have estimated small educational TV stations might be run at a total cost of $150,000 a year are completely off base," Mr. Doherty said. "Actual operating cost of such an educational outlet will certainly be double that of a small commercial station and this assumes a small educational operation can get free services from faculty members and others day in and day out, and week in and week out."

He predicted educational stations soon will find that faculty members tire of the novelty and will balk at giving away many hours of their time every week. He said schools will find they must reduce the teaching load of faculty members engaged in television activities.

The Small Outlet

Getting specific, Mr. Doherty predicted that "small educational stations doing a limited, simple and not very professional programming job will cost at least $1,000 a day to operate."

The average medium-sized educational TV station will cost at least $2,000 a day to operate if it performs a moderately professional live-programming job 30 to 35 hours a week and depends heavily on free personalities, he said.

The large educational television outlet "doing a high-grade professional programming job four to five hours a day will cost $1.5 million a year," Mr. Doherty said. This figure assumes use of professional producers and directors, but still using some free personalities, he said.

Recalling cost data he has been collecting since TV stations started on the air in 1948, Mr. Doherty said the average per-station cost of existing small commercial TV outlets in 1951 was $297,000.

He offered figures based on a university scientific program produced in collaboration with a commercial TV station to show that each weekly half-hour program requires around 110 to 120 hours a week from the university staff, not counting time donated by the commercial outlet. The station donates a producer-director (1½ days per program), art director, floor manager and other personnel. With four hours' rehearsal, the weekly program consumes up to 200 man-hours of time and it is not an elaborately staged production, he said.

In reviewing cost items involved in commercial TV station operation, Mr. Doherty said that to operate professionally with overall expenditures kept at a minimum of $150,000 to $175,000 a year, a station must follow four basic rules. He listed these as follows:

Keep staff under 15 persons, preferably 11 or 12.

Integrate AM-TV operations, with some top management personnel serving both.

Have network affiliation, even if on a bonus basis, to get four or five hours network shows per day.

Operate at least eight hours a day, with four or five hours network and the rest film or local live.

There will be "a fair number of small stations in this category," Mr. Doherty predicted. He warned those planning to enter TV "never to underestimate the magnitude of details and never assume someone will do the thousands of little things with his left hand." Many of these details are found at an AM outlet, he explained.

As an example, he cited the time consumed in the shipping room receiving, handling and sending out films. Another maze of detail centers around the making, handling and scheduling of slides, he said, calling it a much more complicated operation than writing commercial copy for AM stations.

"A steady diet of slide commercials is not television," Mr. Doherty said, "and in the long run will not merit continued commercial sponsorship at the previous high-level TV spot rates. TV is action. Without action, the fullest impact of television is lost."

TOURIST CAMPAIGN

Kentucky Enlists Video

KENTUCKY, aiming to increase its annual $335 million tourist trade to $500 million by 1955, has found a valuable ally in television.

Using WLWT (TV) Cincinnati, the Kentucky Div. of Publicity last August began a series of spots, bespeaking the grandeur of Kentucky's mountains, lakes and caves. Prospective visitors were sent a booklet in color in response to each inquiry.

Marshall Peace, associate director, the publicity unit, said, "During the fall campaign when we used television for the first time, our costs were 40% less on TV than in any other media. . . . I must say that we were more than pleased with the results of this campaign which was extended through the first part of November."

to sell Memphis you need Both

—to give you the selling punch in this two billion dollar market

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

TABLEAU TV LTD.

Labeled 'Unfair' by Unions

TABLEAU Television Ltd., Hollywood, producers of *China Smith*, video series, last week was labeled "unfair" by unions because the firm plans Mexico filming of six half-hour episodes. The unions are affiliated with the Hollywood AFL Film Council.

This was believed to be the first official union "crackdown" on producers who make TV films in foreign countries. The council, by unanimous vote, decided to notify individual market sponsors of its action and of the recent AFL convention pledge of union affiliates not to buy products advertised by films made abroad because it causes unemployment of craftsmen in this country. The series stars Dan Duryea.

KDYL-TV Transmitter

KDYL-TV Salt Lake City has begun regular telecasting from its transmitter atop 8,700-foot Mt. Vision, 17 miles west of the city. Highlight of the first day of transmission from the new site—Nov. 22—was the airing of the U. of Southern California-UCLA football game.

A REALLY NEW NEW YEAR'S BABY

in the fabulous Southwest

KROD-TV

CHANNEL 4

CBS-TV NETWORK

EL PASO, TEXAS

ON THE AIR SOON

RODERICK BROADCASTING CORP.

Dorrance D. Roderick
Chairman of the Board

Val Lawrence
President

Represented Nationally by
THE O. L. TAYLOR CO.

film report

Sales . . .

Negotiations involving $250,000, have been concluded by **William Phillipson**, director of ABC Western Division, with **Unity Television Corp.**, New York, for Unity's entire film library. The package, which includes 18 feature films never before telecast and 65 Pacific Coast TV first-run features, will be shown on KECA-TV Los Angeles and KGO-TV San Francisco. ABC recently concluded similar arrangements for WXYZ-TV Detroit and WENR-TV Chicago.

* * *

Gross-Krasne Inc., Culver City, Calif., producers of CBS-TV *Big Town* for **Lever Bros.**, has been contracted by the firm to produce four half-hour test films for inclusion in CBS-TV *Lux Video Theatre* series, currently being done live from New York. Agency is **J. Walter Thompson Co.**

The production firm, which expects to move into its recently purchased California studios, 650 N. Bronson, Hollywood, this week, will start filming "Grandma Robbed a Bank" for CBS-TV *Big Town*.

* * *

WCBS-TV New York is the 20th station to lease programming rights to *Invitation Playhouse*, quarter-hour TV film series distributed by **Guild Films Inc.** Program started Dec. 6 for 26 weeks.

* * *

KHJ-TV Hollywood has leased 1,000 three-minute musical television films from **Official Films Inc.**, New York, on an exclusive basis for the Los Angeles area.

* * *

Paramount Television Productions Inc. New York, reported 13 sales amounting to $30,000 during November on such syndicated TV programs as *Hollywood Reel, Time for Beany* and *Wrestling From Hollywood*.

* * *

Unity Television Corp., New York, has signed with **WCBS-TV** New York for package of 18 Hollywood feature films produced by **Sol Wurtzel** during 1946-49, granting exclusive first-run on TV showing in New York area. Unity has concluded a similar arrangement on the package with **WTOP-TV** Washington.

* * *

Chevrolet Dealers of Southern California, Los Angeles, has started a weekly half-hour film series, *Abbott & Costello*, on **KTTV (TV)** Hollywood, Dec. 2. Filmed by **TCA Productions**, Culver City, the series is distributed by **MCA-TV Ltd.** Agency is **Campbell-Ewald Co.**, Los Angeles.

* * *

Alexander Film Co., Colorado Springs, Col., announces the recent TV commercial productions for the following organizations:

Lennox, Marshalltown, Iowa, six 26-second films through **Henri, Hurst & McDonald**, Chicago. **Frigidaire**, Dayton, Ohio, five 60-second films through **Foote, Cone & Belding**, Chicago. **Monark Silver**, Chicago, two 20-second films. **Pearl Brewing Co.**, San Antonio, Tex., four 8-second films through **Pitluk Adv. Co.**, San Antonio. **Borden's**

(Continued on page 92)

SALES FILM

NBC-TV Promotes 'Today'

FORMAT of *Today*, NBC-TV two-hour weekday morning program, is used in a 22-minute sales promotion film for the show which NBC previewed Thursday to the advertising press preceding showings to advertisers in New York, Chicago and on the West Coast.

Serious-comic film relates a story of a harassed sales manager who, through a dream sequence, learns that *Today* can solve his problems of big inventory and low sales by getting his message to more people at less cost than in other media.

Dave Garroway and other performers on the breakfast-time program hammer home the point that a five-minute segment of *Today* is seen by an estimated 1,802,000 viewers at a cost of $1.47 per thousand, compared to newspaper-noters at $6.83 per thousand or magazine noters (four black-and-white pages in *Life* and three in *Good Housekeeping*) at $2.83 per thousand.

Film was conceived and written by Jack Fuller. NBC sales promotion manager, and produced by Ted Mills under the supervision of Ruddick C. Lawrence, director of promotion planning and development, and Jacob A. Evans, director of advertising and promotion.

Use of kinescope recording technique permitted NBC to produce the film for slightly more than $3,000, Mr. Fuller said, compared to the $18,000 to $20,000 it would have cost if produced by usual film procedures.

GM's 'Motorama' on TV

GENERAL Motors Corp., which is holding the "GM Motorama of 1953" show displaying new automotive lines at New York's Waldorf-Astoria hotel Jan. 17-23, will sponsor a preview on Jan. 16 from 9-10 p.m. on CBS-TV and two five-minute and two 10-minute segments of coverage on NBC-TV's *Today* program (Mon.-Fri., 7-9 a.m. EST and CST) Jan. 14-23.

KEYL (TV) TOWER

Construction Completed

COMPLETION of the erection of KEYL (TV) San Antonio's 75-foot tower atop the Transit Tower Bldg. in that city and of the installation of a 100-foot, six-bay antenna was reported by the station last week.

KEYL formerly operated with a 62-foot tower and a three-bay antenna. New six-bay General Electric Type TY27F antenna is said to be capable of operating with 50 kw input and to enable the station to use any of the high-power amplifiers now on the market for eventual maximum power operation of 100 kw. KEYL has on file with FCC an application for 100 kw operation.

During the change-over period, the station operated with a temporary one-bay GE Type TY13A antenna leased from that company in order to maintain telecasting operations. The top of the Transit Tower Bldg. was reinforced during the construction period with six tons of steel to accommodate the additional weight and strain of the new tower and antenna.

BROIDY ELECTED

Is IMPPA President

STEVE BROIDY, president, Allied Artists Productions Inc., Hollywood, (formerly Monogram Pictures), last week was elected president of the Independent Motion Picture Producers Assn. succeeding the late I. E. Chadwick. Mr. Broidy also is president of the Motion Picture Industry Council.

Jack Broder, Robert Lippert and Sam Katzman were named IMPPA vice presidents and Ed Finney re-elected secretary - treasurer. IMPPA, with membership of 35 independent movie producers, has moved offices to Hollywood Athletic Club, 6526 Sunset Blvd.

Deepfreeze Buys Moore

DEEPFREEZE Appliance Div., Motor Products Corp., North Chicago, Ill., has purchased segment of Garry Moore show on CBS-TV from Jan. 8 for 52 weeks. Agency is Roche, Williams & Cleary, Chicago. Portion purchased is Thursday, 12:30-2:45 p.m. (CT) on a minimum of 58 stations [CLOSED CIRCUIT, Nov. 3].

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Eves. Easy terms. Write or phone Dep't. "B". Also courses for Amateur Movie Makers.

STerling 3-9444

29 Flatbush Av., B'klyn 17, N. Y.

Television Grants and Applications

(Continued from page 68)

dent **Mrs. Chester F. Owens** (2%) and Secretary-Treasurer **Robert E. Jeffers** (2%). City priority status: Gr. B-4, No. 184.

NORTHAMPTON, Mass. — Regional TV Corp., uhf Ch. 36 (602-608 mc); ERP 21.4 kw visual, 12.8 kw aural; antenna height above average terrain 949 ft., above ground 194 ft. Estimated construction cost $115,000, first year operating cost $185,000, revenue $185,000. Post Office address Hotel Bridgway, Springfield, Mass. Studio location Main and Center Streets. Transmitter location on Mt. Tom. Geographic coordinates 42° 14′ 55.5″ N. Lat., 72° 38′ 47″ W. Long. Transmitter and antenna RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principal stockholder is President and Treasurer **John S. Begley** (99% of voting stock, subscribed to 1,900 shares out of 2,900 shares of stock), also treasurer and 66⅔% owner of WACE Chicopee, Mass. **Regional Bcstg. Co.,** licensee of WACE, has subscribed to 1,000 shares out of 2,900 shares in Regional TV Corp. City priority status: Gr. A-2, No. 177.

FESTUS, Mo.—Donze Bcstg. Co. (KJCF), uhf Ch. 14 (470-476 mc); ERP 3.28 kw visual, 3.28 kw aural; antenna height above average terrain 221 ft., above ground 233 ft. Estimated construction cost $79,440, first year operating cost $72,000, revenue $84,000. Post office address Station KJCF, North Mill St., Festus, Mo. Studio and transmitter location 1 mi. north of town on county road at site of KJCF (AM). Geographic coordinates 38° 14′ 29.6″ N. Lat., 90° 23′ 50.8″ W. Long. Transmitter and antenna GE. Consulting engineer Fred O. Grimwood & Co., St. Louis, Mo. Principals include **Donald M. Donze** (50%), general manager, owner of KJCF, and **Elmer L. Donze** (50%), commercial manager, president and treasurer of KSGM Ste. Genevieve, Mo. The Messrs. Donze each own ⅓ interest in Hilltop Club (night club), Perryville, Mo., and ⅓ interest in Hilltop Drug Sundries (pharmacy and sundries), Perryville, Mo. City priority status: Gr. B-1, No. 72.

JEFFERSON CITY, Mo.—The L. H. P. Co., uhf Ch. 13 (210-216 mc); ERP 199.3 kw visual, 106.4 kw aural; antenna height above average terrain 690 ft., above ground 574 ft. Estimated construction cost $300,948, first year operating cost $140,000, revenue $140,000. Post office address The L. H. P. Co., 1806 Baltimore Ave., Kansas City 8, Mo. Studio and transmitter location about 1 mi. south of Holt's Summit, near U. S. 54. Geographic coordinates 38° 38′ 03″ N. Lat., 92° 07′ 19″ W. Long. Transmitter and antenna GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George P. Adair, Washington. Sole owner is President **Stanley H. Durwood,** Missouri theatre operator and motion picture exhibitor. City priority status: Gr. A-2, No. 203.

RENO, Nev.—R & L Co., vhf Ch. 4 (66-72 mc); ERP 16.91 kw visual, 8.454 kw aural; antenna height above average terrain 2,876 ft., above ground 465 ft. Estimated construction cost $222,600, first year operating cost $184,048, revenue $184,048. Post office address % R & L Co., 29 East First St., Reno, Nev. Studio location to be determined. Transmitter location 7.7 mi. NW of Reno near Peavine Peak. Geographic coordinates 39° 34′ 34.8″ N. Lat., 119° 56′ 42.6″ W. Long. Transmitter and antenna RCA. Legal counsel Bruce Thompson, Reno, Nev. Consulting engineer Bernard Associates, Los Angeles. Principals include **J. E. Riley** and **H. H. Luce,** mining and real estate, rental and selling of heavy duty equipment. City priority status: Gr. A-2, No. 148.

BISMARCK, N. D.—Meyer Bcstg. Co. (KFYR), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 533 ft., above ground 704 ft. Estimated construction cost $279,800, first year operating cost $110,000, revenue $90,000. Post office address 200½ Fourth St., Bismarck N. D. Studio location 202 Fourth St. Transmitter location 2½ mi. north and ¼ mi. west of Menoken, N. D., at site of KFYR (AM). Geographic coordinates 46° 51′ 12″ N. Lat., 100° 32′ 37″ W. Long. Transmitter and antenna RCA. Legal counsel Hogan & Hartson, Washington. Consulting engineer E. C. Page Consulting Radio Engineers, Washington. Principals include President and Secretary **Etta Hoskins Meyer** (8.4%) (plus another 85.8% interest as executrix of Estate of P. J. Meyer, deceased, and as trustee for Marietta M. Ekberg Trust, for a total of 94.2% interest controlled by Mrs. Meyer), and Executive Vice President and Treasurer **F. E. Fitzsimonds** (5.3%). City priority status: Gr. A-2, No. 287.

FARGO, N. D.—Rudman Television Co., vhf Ch. 13 (210-216 mc); ERP 59.2 kw visual, 32 kw aural; antenna height above average terrain 338 ft., above ground 374 ft. Estimated construction cost $258,200, first year operating cost $127,000, revenue $168,000. Post office address c/o Ross K. Prescott, 1430 Life of America Bldg., Dallas Tex. Studio and transmitter location 10 mi. NW of Fargo. Geographic coordinates 46° 55′ 39″ N. Lat., 96° 59′ 30″ W. Long. Transmitter and antenna GE. Legal counsel Ross K. Prescott, Dallas, Tex. Consulting engineer Guy C. Hutcheson, Arlington, Tex. Sole owner of applicant is **M. B. Rudman,** independent oil operator, sole owner of Rudman Television Co., permittee for new TV station in Galveston, Tex. [TV Grants, B•T, Nov. 24], applicant for TV stations in Minot and Bismarck, N. D., and 50% owner of application for TV station in Billings, Mont. City priority status: Gr. A-2, No. 114.

PORTSMOUTH, Ohio—The Brush-Moore Newspapers Inc. (WPAY), uhf Ch. 30 (566-572 mc); ERP 265 kw visual, 138.6 kw aural; antenna height above average terrain 564 ft., above ground 219 ft. Estimated construction cost $295,000, first year operating cost $120,000, revenue $90,000. Post Office address 110 Chillicothe St., Portsmouth, Ohio. Studio location 1009 Gallia St. Transmitter location about 2 mi. SW of center of Portsmouth, across Ohio River, at site of WPAY-FM. Geographic coordinates 38° 43′ 21″ N. Lat., 83° 00′ 06″ W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include President **Roy D. Moore** (9.154%), Vice President **Joseph K. Vodrey** (7.4%), Vice President **Thomas S. Brush** (2.1%), Secretary-Treasurer **William H. Vodrey** (8.184%), Assistant Secretary **William H. Vodrey Jr.** (7.4%), Assistant Treasurer **James R. Troxell** (no stock interest), **William T. Moore** (7.116%), **Louise Vodrey Boyd** (7.4%), **Maude S. Brush** (20.284%), **Jane Moore Hershey** (7.114%), **Lucile D. Moore** (7.0%) and **Elizabeth Brown Thompson** (4.0%). Applicant also is licensee of WHBC-AM-FM Canton, Ohio, and publishes *Portsmouth Times, Canton Repository, Steubenville* (Ohio) *Herald Star, Marion* (Ohio) *Star, East Liverpool* (Ohio) *Review, Salem* (Ohio) *News* and *Salisbury* (Md.) *Times.* City priority status: Gr. B-1, No. 19.

OKLAHOMA CITY, Okla. — KLPR Television Inc. (KLPR), uhf Ch. 19 (500-506 mc); ERP 90.2 kw visual, 48.7 kw aural; antenna height above average terrain 576 ft., above ground 551 ft. Estimated construction cost $214,916, first year operating cost $170,500, revenue $205,000. Post office address 128½ West Commerce, Oklahoma City, Okla. Studio location 128 West Commerce. Transmitter location SE 69th St., 0.15 mi. west of Atcheson, Topeka & Santa Fe Railroad, 0.5 mi. east of KLPR (AM) antenna site. Geographic coordinates 35° 23′ 26″ N. Lat., 97° 29′ 12.5″ W. Long. Transmitter and antenna RCA. Legal counsel William Howard Payne, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President **Byrne Ross** (500/2570), sole owner of KLPR Oklahoma City; Vice President **R. Lewis Barton** (250/2570), owner of Barton Theatres, Oklahoma City; Secretary-Treasurer **Lester E. Johnson** (5/2570), vice president of Oklahoma National Bank, Oklahoma City; **M. E. Nesbitt** (50/2570), plumbing contractor, Oklahoma City; **R. N. Salmon** (25/2570), owner of dry cleaning establishment; **Hugh Bumpas** (5/2570), Baptist minister; **Herman Merson** (10/2570), Oklahoma City attorney; **Fred M. Farha** (150/2570), commercial manager of KLPR, and **Monty Wells** (150/2570), account executive of KLPR. City priority status: Gr. B-4, No. 194.

AIKEN, S. C. — Aiken Electronics Advertising Corp. (WAKN), uhf Ch. 54 (710-716 mc); ERP 98.7 kw visual, 49.85 aural; antenna height above average terrain 160 ft., above ground 350 ft. Estimated construction cost $184,500, first year operating cost $100,000, revenue $156,000. Post office address c/o John Mare, Station WAKN, Aiken, S. C. Studio and transmitter location on north side of old U. S. 1, east margin of village of Stiefeltown, 3.8 mi. west of business district of Aiken, at point about 250 ft. south of WAKN (AM) tower. Geographic coordinates 33° 33′ 11.5″ N. Lat., 81° 47′ 14″ W. Long. Transmitter and antenna RCA. Consulting engineer W. J. Holey, Atlanta, Ga. Principals include President **B. T. Whitmire** (20%), Vice President **Jack Younts** (10%), Vice President **J. P. Williamson** (10%), Secretary-Treasurer **John Mare** (30%), **Oliver Grace** (20%) and **John Shealy** (10%). City priority status: Gr. A-2, No. 700.

OLD HICKORY, Tenn.—Life & Casualty Insurance Co. of Tennessee (WLAC Nashville), vhf Ch. 5 (76-82 mc); ERP 100 kw visual, 50 kw aural; antenna height above average terrain 935 ft., above ground 1,009 ft. Estimated construction cost $855,772, first year operating cost $515,702, revenue $461,797. Post Office address 159 4th Ave. No., Nashville, Tenn. Studio location Third National Bank Bldg., Nashville, Tenn. Transmitter location Pennington Bend Road. Geographic coordinates 36° 13′ 46″ N. Lat., 86° 41′ 48″ W. Long. Transmitter and antenna GE. Legal counsel Spearman & Roberson, Washington. Consulting engineer A. Earl Cullum Jr., Dallas, Tex. Principals include Chairman of the Board **Paul Mountcastle** (0.66%), President Emeritus **A. M. Burton** (0.73%), President **Guilford Dudley** and Director **J. T. Ward.** First American National Bank of Nashville and Paul Mountcastle, co-executors U/W Elizabeth S. Young, control or hold 15.7% of applicant. Because rule making which allocated vhf Ch. 5 to Old Hickory has only recently been finalized, FCC has not yet assigned city priority number to that unincorporated village. City priority status for Nashville, Tenn., is Gr. B-4, No. 198.

AMENDED APPLICATIONS

† Indicates pre-thaw application which has been amended (re-filed) since April 14 and is now amended again.

†PEORIA, Ill.—WIRL Television Co. (WIRL), vhf Ch. 8 (180-186 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 991 ft., above ground 875 ft. Estimated construction cost $673,940, first year operating cost $552,000, revenue $584,000. Post office address 921 Central National Bank Bldg., Peoria 2, Ill. Studio location 115 North Jefferson Ave. Transmitter location 0.28 mi. east of center of Groveland. Geographic coordinates 40° 35′ 27″ N. Lat., 89° 31′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Robert Silliman, Washington. [For earlier application, see TV Applications, B•T, July 14.] City priority status: Gr. A-2, No. 24.

EVANSVILLE, Ind.—On the Air Inc. (WGBF), vhf Ch. 7 (174-180 mc); ERP 316 kw visual, 158 kw aural; antenna height above average terrain 609 ft., above ground 569 ft. Estimated construction cost $550,000, first year operating cost $350,000, revenue $357,000. Post office address 1001 Diamond Ave., Evansville 11, Ind. Studio location 1001 Diamond Ave. Transmitter location on Chandler Road, 1.1 mi. south of Chandler, 10 mi. ENE of Evansville. Geographic coordinates 38° 01′ 31″ N. Lat., 87° 21′ 43″ W. Long. Transmitter and antenna RCA. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Robert M. Silliman, Washington. [For earlier application, see TV Applications, B•T, July 7.] City priority status: Gr. A-2, No. 17.

EXISTING STATIONS

Changes Requested

WNBW (TV) WASHINGTON, D. C.—National Bcstg. Co., vhf Ch. 4 (66-72 mc). Change to ERP 100 kw visual, 50 kw aural (from 20.5 kw visual, 10.5 kw aural); increase antenna height above average terrain to 499 ft., above ground to 538 ft. (by adding 155 ft. to existing tower). Estimated cost of new transmitter $73,000, antenna $102,000, and equipment installation $75,000; total estimated cost of change $250,000.

Bon Voyage!

. . . little Bismarck doesn't realize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

KFYR
BISMARCK, N. DAK.
5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

It's Happening in NEW HAVEN
ON WNHC

More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly *eight years* of uninterrupted broadcasting! Let WNHC teach *YOUR* advertising dollars more sense.

WNHC
NBC RADIO
NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!
Represented Nationally by The Katz Agency

No, No, Perkins!

It's all in the

BROADCASTING Yearbook

. . . you won't need any T squares, graphs, slide rules or geiger counters to get all the information you want and need in this business of broadcasting.

No sir! It's all in the 1953 BROADCASTING Yearbook.*

Don't delay—order today. Single copies are $5.00. Or you may subscribe to BROADCASTING • TELECASTING for a full year and get 52 weekly issues, the 1953 BROADCASTING and the 1953 TELECASTING Yearbooks for only $11.00. You save $6.00.

* Publication dates: BROADCASTING Yearbook, mid-January; TELECASTING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Please reserve both 1953 Yearbooks for me, and enter my subscription to BROADCASTING • TELECASTING.

☐ Bill me ☐ $11.00 enclosed

Name

Firm

Street

City Zone

State

1953 BROADCASTING Yearbook

programs promotion premiums

SEVENTY-FIVE years from now it will be possible to hear a portion of a WBAL-TV Baltimore program of Nov. 25, 1952, according to a report from the station. Segment of the *Brent Gunts Show* was recorded that day by Thomas A. Edison Co. Until 2027, it will be stored in an Edison Time Capsule. Recording is one in a collection being made by the Edison company to reflect taste and customs of present-day civilization.

CHILDREN'S QUIZ SHOW

NEW TV program conducted for and by school children made its debut on WNBK (TV) Cleveland on Nov. 29. *Quizdown* resembles the old-fashioned "spelling-bee." Groups will be broken into teams of boys versus girls. Questions are being submitted by students of participating schools under supervision of their teachers. High-point winner will receive a Rand-McNally Cosmopolitan Atlas.

SUCCESS STORY BOOKLET

STORY of a successful public service feature presented by WTMJ-TV Milwaukee, has been recorded in booklet form by the station. Booklet tells the story of a *Let's Be Good Drivers* series which the station presented in cooperation with the Wisconsin Motor Vehicle Department. Copy features a breakdown on the contents of each program and details on planning the series.

MAILING PIECE

CARD listing grocery firms which advertise on WDIA Memphis is being mailed by the station monthly to 561 grocery stores in the greater Memphis area. Copy stress that $274,000,000 is spent each year "by people who buy these grocery products with confidence because they are advertised on WDIA."

WESTERN MAN'S HERITAGE

ABC RADIO will begin a weekly program series, still untitled, on Dec. 11, 8:30-9 p.m., that will dramatize the heritage of free men in the West. Series will trace the accomplishments of western man from the Middle Ages to the present with stress on America as the hope for civilization of the future.

BULLETIN DISTRIBUTION

DAILY noon news bulletins are being distributed by WKBV Richmond, Ind., to all service clubs, downtown hotels and restaurants. Station points out that the releases are particularly effective because no local newspaper is delivered before 3 p.m.

D-J BIRTHDAY PARTY

STUDIOS at WWDC Washington will be open to the public on Dec. 15 to celebrate the birthday of disc jockey Art Brown who has been on the air in Washington for 17 years. Affair will be tied in with WWDC's Christmas promotion of aid for the old and needy of Washington. Admission to birthday festivities will be a cash donation which will be applied to the station's Christmas Fund.

RE-CHRISTENING CONTEST

SIX Arvin radios are being offered by WTIC Hartford, Conn., on the *Juke Box Jingles* broadcast in a two-week letter-writing contest to re-christen the daily program. Contestants must present their proposals for the program's new name and reasons for their selection. Winner, who will be chosen on the originality of his suggestion, will receive two radios, an AM-FM table model and a portable, and four runners-up will be awarded table models.

WINS PARIS TRIP

SANDY JACKSON, KOWH Omaha, Neb. personality, has won an all-expense paid trip to Paris in a Jello Pudding contest in which 120 disc jockeys throughout the country participated. In addition to prizes for contestants, the Paris trip was offered to the disc jockey who produced the best results. Mr. Jackson, who came out on top, also receives $500 for baby sitters and miscellaneous expenses.

WPIX (TV) HELPS POLICE

WPIX (TV) New York has begun showing photographs of New York City's most wanted criminals in an effort to help the police department apprehend them. The photographs are carried as a once-a-week feature of the daily *Tomorrow's News* program. Viewers are advised to notify the police department directly if they have information on any of the criminals.

B•T REPRINTS

REPRINTS of a KCBS San Francisco ad, plugging Paul West's programs, which appeared on the cover of BROADCASTING • TELECASTING on Nov. 10 are being sent out by that station. Attached note from Arthur Hull Hayes, vice president and general manager, states that "Now that the election's over and done with we can name the San Francisco Bay Area's *real* favorite—Paul West— . . ." Story of the effectiveness of his broadcasts constitutes the ad.

CANADIAN ELECTIONS

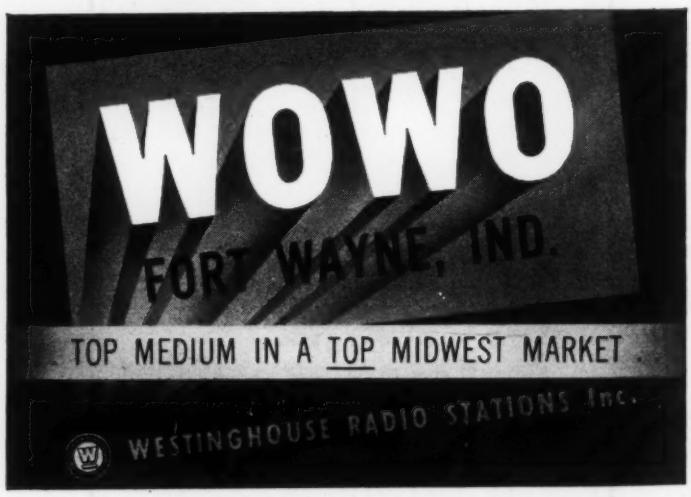
FOR the first time in Canada, municipal elections used television when CBLT Toronto televised talks by candidates for mayor and controllers a few days before the Dec. 1 civic election. The talks were on a sustaining basis, with all candidates given equal time during the one-hour period. Results of the election were televised as they came in from returning officers, with telecasting being done from the editorial rooms of the *Toronto Globe & Mail*, morning daily.

'TOWN HALL PARTY'

KTTV (TV) Hollywood *Town Hall Party*, sponsored by Brother Bob's furniture and appliance stores in El Monte, Long Beach and North Hollywood, is divided into two half-hour segments separated by another half-hour program. Featured on the Western variety-audience participation show is a "send out" stunt in which a contestant leaves the studio during first half-hour and must complete his assignment by the second segment. Program started Dec. 1 for 26 weeks.

WEEKLY NEWS SHOW

MILK Foundation of Minneapolis—St. Paul has started sponsorship on KSTP-TV of *News in Sight* each Tuesday afternoon at 12:30 p.m. Newscaster Bill Ingram is handling the program with the aid of film and telephoto pictures. Agency for the account is Nelson-Willis, Minneapolis.



ALEXANDER HEADS
Great Plains TV Stations

APPOINTMENT of Clarence G. Alexander, well known TV executive, as general manager of Great Plains Television Properties Inc. stations, was announced last week by Great Plains President Herbert Scheftel.

Mr. Alexander

The company has grants for new uhf stations in Duluth, Little Rock, and Sioux City, and is applying for one in Springfield, Ill. Mr. Alexander's immediate responsibility, the announcement said, will be to get all four stations on the air as quickly as possible. He has temporary headquarters in New York.

Mr. Alexander, who most recently has been operations manager of the RHC-Cadena Azul radio-television network in Cuba, was with NBC from 1936 to 1942, helping organize that network's TV operations. He returned to NBC-TV in 1946 after wartime service in charge of the Willow Run bomber plant and the Pratt-Whitney engine plant.

He moved to Kenyon & Eckhardt in 1948, serving in the agency's West Coast and New York offices until 1950, when he became director of network operations for DuMont TV Network. He resigned that post as of June 1 this year to join the new U. S.-Cuban ownership of RHC as operations manager [B•T, May 17].

Calif. Educational TV

TELEVISION station operators have been invited to participate in a two-day state-wide conference on educational TV called by California Gov. Earl Warren in Sacramento, starting Dec. 15. Julian A. McPhee, president of the California State Polytechnic College, San Luis Obispo, will be general chairman. The conference will consider the possibilities of utilizing 8 uhf channels tentatively reserved for California by the FCC for non-commercial educational use.

book reviews . . .

MODERN PUBLICITY. Edited by Frank A. Mercer. The Studio Publications Inc., 432 Fourth Ave., New York 16. 144 pp. $8.50.

THIS 22d issue of "art & industry's international annual of advertising art" confines itself to printed media advertising. Therefore, it is of interest mainly to those whose daily pursuit of bread falls within that category. Representative samples of the best advertising art of 27 countries are contained in this beautifully-printed annual. Many of the illustrations are reproduced in color. The book, containing many masterpieces of advertising art, is a masterpiece itself, particularly to anybody interested in advertising layout.

* * *

DESIGNING FOR TV: The Arts and Crafts in Television Production. By Robert J. Wade. Pellegrini & Cudahy, 41 East 50th St., New York 22, N. Y. 216 pp. $8.50.

THIS BOOK, the first volume in a number of years which covers so thoroughly the field of graphic arts in television, is excellent, as far as it describes all phases of art and design for network television productions is concerned. But it illustrates the Cadillac class of art work and design which may be out of reach of many of the TV outlets now going on the air.

While it is worthwhile to know how the networks stage television shows, it also would have been worthwhile if the author had included tips to the medium or small town television station artist.

The design and construction of elaborate sets for the *Show of Shows*, NBC-TV operas and other high-budget programs are discussed in detail. Mr. Wade has written from the viewpoint of how NBC does things. The material presented, therefore, is of great educational interest, for it describes very well the birth, planning and production of a television program from the NBC artist's viewpoint.

Commercials, costuming and make-up, and even costs and accounting, are reviewed.

But even with its emphasis on network television, nearly everyone interested in TV will gain know-how from reading the book. And there are more than 200 pictures to show how network productions are staged, how commercials are worked out and good examples of the finished scene, seen by the viewer.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of radio and television, wrote the foreword for the book. Mr. Wade, formerly production facilities manager for NBC, is production director for P. J. Rotondo Co.

* * *

PARIS IS A NICE DISH. By Osborne Putnam Stearns. Henry Regnery Co., 20 W. Jackson Blvd., Chicago 4. 169 pp. $3.

MR. STEARNS, who has broadcast under his own name and as "The Food Magician" on various stations, takes a trip to Paris and samples its food. His anecdotes about Paris restaurants and the histories of famous dishes are interesting but not as sprightly as the 100-odd recipes of great French cookery that are provided.

* * *

RADIO OPERATING—Questions and Answers. Eleventh edition. By J. L. Hornung and Alexander A. McKenzie. McGraw-Hill Book Co., 330 W. 42d St., New York 36. 557 pp. $6

THIS "completely rewritten and re-edited" edition answers 1,900 questions on radio law, operating practice and theory for those studying for FCC commercial radio operator examinations of various license grades, including all questions in the FCC Study Guide of Feb. 1, 1951. Questions are grouped in several general topic categories. Diagrams and illustrations are brought up to date.

N.C. EDUCATORS
Favor Statewide TV Programs

STATEWIDE television programming of a noncommercial educational nature was favored for North Carolina by a group of 10 college presidents and 12 radio representatives at a Nov. 24 meeting at Chapel Hill, N. C. They felt the ultimate goal should be a statewide TV network, starting with activation of Ch. 4, already allocated to the Greensboro-Raleigh-Durham area.

The group also favored creation of a state educational radio and TV commission. President Gordon Gray, of Consolidated U. of North Carolina, was requested to ask Governor-elect William B. Umstead to name such a commission. President Gray said the university, in case TV program funds became available, would not apply for even one channel unless resources were in sight for at least two years' operation. He lauded TV and radio stations for the "fine cooperation" they have given the university.

the NBC *station serving greater* YOUNGSTOWN, O.

30th population area in U.S.

5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Go ahead! I have my

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. . . you'll be the winnah in any quiz on television with your TELECASTING Yearbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook,* and 52 weekly issues.

* Publication dates:

BROADCASTING Yearbook mid-January. TELECASTING Yearbook mid-February.

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Here's my order for both 1953 Yearbooks and for a subscription to BROADCASTING • TELECASTING.

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1953 TELECASTING Yearbook

IRE MEETING

Pratt Talks on Spectrum

RADIO engineers in vehicular communications must plan carefully in using scarce radio frequencies to the fullest, the Institute of Radio Engineers' Professional Group on Vehicular Communications was told Thursday at its third annual convention banquet at Washington's Hotel Statler.

Haraden Pratt, telecommunications advisor to the President, said fullest use of frequencies is imperative in establishing mobile radio and microwave systems in the vehicular communications field.

Mr. Pratt, a former IRE president, said engineers in the mobile radio field should not only plan operations on a comprehensive engineering basis, but also recognize economic factors related to their systems. He compared present frequency problems with those of a decade ago.

The Wednesday-Thursday sessions featured a dozen reports on mobile radio and microwave by officials and engineers of manufacturing and research organizations in those fields.

The reports at the convention sessions emphasized frequency economy, channel spacing and operations in the spectrum portions now assigned to mobile receiver services and future prospects of operation in uhf and microwave bands.

On Wednesday, Dr. W. R. G. Baker, General Electric Co. vice president and general manager for electronics, depicted mobile radio equipment of the future. Complete membership of the FCC and leading officers of Armed Forces communications branches were present for Dr. Baker's talk.

Several manufacturers on Friday demonstrated their equipment in the different bands.

Washington planners for the session were T. B. Jacobs, GE representative; E. L. White, chief, FCC Special and Radio Services Bureau; Fred Albertson and Joseph E. Keller, of Dow, Lohnes & Albertson, attorneys; George P. Adair, former FCC chief engineer, and Granville Klink, WTOP chief engineer. Mrs. Christine Jones, of GE's Washington office, supervised the ladies program.

FCC 'HAM' RULES

Modified for Emergencies

THE FCC last Wednesday ordered, effective Feb. 2, modification of Sec. 12.156 of its rules governing the amateur radio service, enabling the Commission to declare a general state of communications emergency in designated areas and to specify amateur frequency bands to be used by amateurs participating in emergency communication.

The FCC prohibited all transmissions within designated amateur emergency frequency bands except those relating directly to relief work, emergency service or operation of amateur radio networks for the handling of such communications.

The Commission also asserted its right to designate certain amateur stations to assist in handling emergency communications, monitoring the designated amateur bands and warning noncomplying stations.

Task of determining frequencies to be used for emergency communication by amateurs in any stricken area was left up to appropriate FCC field offices.

WCSS STOLEN EQUIPMENT

Reported in N. C.

FBI agents in North Carolina were on the alert this past weekend for broadcasting equipment stolen from WCSS Amsterdam, N. Y. [B•T, Dec. 1]. An appliance dealer in Marion, N. C., said a man offered some of what he believed to be the material to him at a bargain price Thursday morning. He refused to buy and later checked an advertisement he recalled reading in the Dec. 1 issue of BROADCASTING•TELECASTING.

The ad warned prospective purchasers that a Minitape recorder, two Collins remote amplifiers, two RCA mikes, a Magnecorder amplifier and some testing equipment had been stolen from the Amsterdam station on Nov. 21.

Police, FBI agents and WCSS were notified. The North Carolina Assn. of Broadcasters sent a lookout reminder to all stations in the state.

AGRICULTURE

We've been programmed for the farmer for 25 years. That's why WIBW-advertised goods sell so well in Kansas and adjoining states.

WIBW The Voice of Kansas in TOPEKA

Traffic Safety

JOHN E. SURRICK, vice president - general manager, WFBR Baltimore, said last week that the station has added another aspect to its drive for traffic safety. Working with the Statistics Div. of the Maryland State Police, WFBR gives a daily midnight report of all dead and injured in highway accidents. The announcer concludes each tally with a warning, such as: "Tomorrow drive carefully. We don't want to add your name to our list." Each Saturday midnight, weekly totals are given; Sundays, monthly figures are aired.

HEART FUND UNITS

Headed by Neale, Pryor

ELECTION of J. James Neale, vice president of Dancer-Fitzgerald-Sample, as chairman of the National Radio Committee for the 1953 Heart Fund, and Roger Pryor, vice president in charge of radio and television for Foote, Cone & Belding, as chairman of the Television Committee was announced last week. Serving on committees:

Radio—Charles C. Barry, NBC vice president in charge of programming; Tom Carson, supervisor of broadcast media, Benton & Bowles; Frank Coulter Jr., associate media director, Young & Rubicam; William H. Fineshriber Jr., MBS executive vice president; Ernest Lee Jahncke Jr., ABC vice president; Hal James, vice president, radio and television, Ellington & Co.; Nicholas E. Keesely, vice president in charge of radio and television, Lennen & Newell; Stanley J. Keyes Jr., executive vice president, St. Georges & Keyes Inc.; Adrian Murphy, CBS Radio president; Keith B. Shaffer, business manager, radio-TV department, Erwin, Wasey & Co., and Frank Silvernail, manager of timebuying department, BBDO.

Television—Grant Y. Flynn, business manager, television department, Ruthrauff & Ryan; Sig Michelson, CBS-TV director of news and public affairs; Hubbell Robinson Jr., CBS-TV vice president in charge of network programs; Alexander Stronach Jr., vice president, ABC-TV; William B. Templeton, director, radio and television, Sherman & Marquette; J. L. Van Volkenburg, CBS-TV president, and Sylvester L. Weaver Jr., NBC vice president of radio and television networks.

Zenith Addition

ZENITH Radio Corp., Chicago, will spend an estimated $3 million on construction of 300,000 feet of additional floor space at its main plant. New building, to be used for packing and shipping, will be erected adjacent to the west end of the plant. Although no starting date has been set, completion is slated for late 1953, according to Hugh Robertson, executive vice president.

'Mankind' Series

NATIONAL Assn. of Educational Broadcasters will present a 13-week series, *The Ways of Mankind*, for broadcast over member stations of the NAEB network, starting Sunday. The series, which is financed under a $300,000 grant from Ford Foundation's Fund for Adult Education, will seek to explore cultural forces in other parts of the world.

KOB'S 770 KC

WBZ Asks SSA Rehearing

WBZ Boston, owned by Westinghouse Radio Stations Inc., last week asked FCC for rehearing of its Nov. 3 order calling for a hearing on the grant of special service authorization for KOB Albuquerque, N. M., to operate on 770 kc [B•T. Nov. 10].

WJZ New York had earlier asked FCC to reconsider its Sept. 30 action further extending the special service authorization of KOB to operate on WJZ's clear channel, 770 kc [B•T, Nov. 3, Oct. 6]. WJZ had asked FCC to end the 11-year "temporary" tenure of KOB on 770 kc by requiring it to return to 1030 kc, the WBZ frequency, its licensed channel on which it has not operated.

Westinghouse was made a party to the KOB hearing by the Commission. A pre-hearing conference was held Nov. 20 before Examiner James D. Cunningham. Westinghouse asked FCC to reconsider and reverse its Nov. 3 action "insofar as they find that the petition of ABC, filed Oct. 21, 1952, meets the specific requirements of Sec. 309(c) and order a hearing upon the application of KOB for extension of special service authorization.

In case the relief asked by Westinghouse is denied, it then requests FCC to reconsider its Nov. 3 order insofar as it orders Westinghouse to be made a party to the hearing on extension of KOB's special service authorization on Dec. 10, 1952.

It is stated that if the Commission wants Westinghouse to take part in a hearing involving KOB, "the only appropriate hearing is that requested by Westinghouse on Feb. 14, 1941, to the temporary continuance of which Westinghouse consented only on the Commission's assurance that the assignment of KOB to 1030 kc was a temporary expedient and that permanent assignment of KOB to a satisfactory frequency would be effected as soon as possible. The Commission should now carry out that promise and, if it is to hold any hearing to which Westinghouse is to be made a party, that hearing should concern itself with the problem of determining the frequency to which KOB is to be assigned permanently."

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals, as technicians, operators and laboratory aids. Our men graduate with a first class Radio-Telephone License. Call on us for your technical personnel needs.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.

BNF HONORS

Five Aiding Agencies

BRAND Names Foundation Inc. honored five advertising agencies at a luncheon in New York Thursday for their services since 1949 in bringing the "story back of brands" to an estimated five million consumers a day. Those receiving plaques of appreciation were:

H. Paul Warwick, president of Warwick & Legler, New York, volunteer agency for the Foundation's 1952 media campaigns; Rudyard C. McKee, vice president of McCann-Erickson, New York, volunteer agency for 1951; Maurice Needham, president of Needham, Louis & Brorby, Chicago, and Bernard C. Duffy, president of BBDO, New York, the two agencies which served in 1950; and J. L. Johnston Jr., vice president of Lambert & Feasley Inc., New York, which helped prepare the 1949 campaigns.

Presentations were made by John W. Hubbell, Foundation's chairman of the board and vice president of the Simmons Co., New York, and Frank White, treasurer of the Foundation and NBC vice president. Mr. Hubbell noted that since 1949, some 1,800 radio stations in the U. S. and Canada have been contributing time to broadcast institutional spot announcements on an average of three times a week.

Mr. Hubbell announced that the Foundation's 1953 media campaigns will be ready in two weeks, with ads built around the theme: "Name Your Brand—Better Your Brand of Living." The volunteer advertising agency, which will prepare advertisements for the 1953 campaigns, is Hewitt, Ogilvy, Benson & Mather.

Rosner's New Duties

BENNETT S. ROSNER, advertising manager for RCA Custom Record Sales, has been given additional responsibilities as manager of advertising services for the RCA Victor Commercial Record Dept. In his new post he reports to W. I. Alexander; in the custom record sales post he reports to James P. Davis.

ZIV MERCHANDISING FOR LOCAL SPONSORS

'Freedom, U.S.A.' Clients First to Get Aids

PLANS for comprehensive merchandising campaigns aimed at revitalizing radio advertising for local sponsors were announced for release today (Monday) by the Frederic W. Ziv Co. First clients to benefit will be those sponsoring *Freedom, U.S.A.*, transcribed radio series starring Tyrone Power.

Frederic W. Ziv, president, said "the days are over—if they ever really existed—when a business man could buy a radio program, then sit back and watch the customers break down his door.

"But there is still nothing wrong with radio for advertisers who understand that you only get out of a plan what you put into it—in the way of planning, promotion, and energy. Radio is moving millions of dollars of goods for advertisers who know how to merchandise their programs.

"We intend to prove that, properly and skillfully merchandised and promoted, there is no more effective advertising medium than radio."

Comprehensive Drive

Mr. Ziv added that this campaign will "not mean a few dozen on-the-air announcements" but "tools that will provide a hard-hitting campaign for small businessmen to create a larger audience for his radio program." He said the promotion, based on the "I Like America" theme, is geared to benefit both large and small markets.

Even sponsors of the Power show in the smallest markets will receive a minimum of 1,500 posters, Mr. Ziv explained. Suggestions from Ziv will point out to sponsors that posters, calling attention to the program and the sponsor's product, will be placed on store windows and inside the stores. In addition, Ziv will supply hats and display buttons for the sponsor's salesmen to wear when he makes contact with dealers.

In the largest markets, Mr. Ziv added, his company will provide more than 40,000 promotion pieces free.

According to Leo Gutman, advertising director for the Ziv companies who is directing the campaign, the outstanding promotion piece probably is a printed copy of the U. S. Constitution. Some 2½ million copies of the Constitution have been distributed in the past two weeks, Mr. Gutman said.

Other aids in the campaign, Mr. Ziv pointed out, will be recorded public announcements by Mr. Power and Edwin C. Hill, narrator of the program; spot announcements by Mr. Power and Mr. Hill, inviting listeners to tune in to *Freedom, U. S. A.* and a complete instruction manual on how to tie in with local campaigns of recorded station-break announcements.

WDRC OBSERVES

30th Anniversary Week

WDRC Hartford, Conn., is setting aside this week to commemorate its founding 30 years ago, Dec. 10, 1922, by Franklin M. Doolittle, WDRC-AM-FM president. Mr. Doolittle built the station's first transmitter and microphone and, WDRC claims, is the inventor of binaural broadcasting.

Mr. Doolittle participated in early FM experiments with Maj. Edwin H. Armstrong, who was responsible for FM's early development. WDRC, which calls itself Connecticut's pioneer station, says WDRC-FM was the first individually-owned commercial FM station on the air. WDRC General Manager Walter Haase has been with the station since 1924.

Fay N. Seaton

FAY N. SEATON, 70, who extended his newspaper and radio holdings to four states, died last Wednesday in Manhattan, Kan. Editor and publisher of the Manhattan (Kan.) *Mercury-Chronicle*, Mr. Seaton was the father of Sen. Fred M. Seaton (R-Neb.), who leaves his Senate seat next month. Sen. Seaton's holdings in radio are KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kan. The elder Seaton, born in Champaign County, Ill., came to Kansas with his parents in a covered wagon in 1882. He eventually built up his publishing and radio interests in the states of Kansas, Nebraska, South Dakota and Wyoming. Another son, Richard M. Seaton, publishes the Coffeyville *Journal*.

DIRECTORS of Seiberling Rubber Co., Akron, Ohio, have declared quarterly dividends on common and preferred stocks. Payable Dec. 20 to stockholders of record Dec. 5 is a 25-cent dividend on common shares.

INTERCULTURE AID

Hayes Says of Radio-TV

RADIO and video, by presenting the life and flavor of groups within the community, become powerful aids to intercultural education, John S. Hayes, president of WTOP-AM-FM-TV Washington, told a conference on "Community Responsibility for Intergroup Understanding" last Thursday.

Addressing the group in Washington under auspices of the Citizens' Committee on Intercultural Education in Greater Washington, Mr. Hayes cited examples of programs which help intercultural understanding.

These included *Life With Luigi*, story of an Italian immigrant; *The Goldbergs*, story of a Jewish family, and *Mama*, about an immigrant Norwegian family. *The Eternal Light*, *Lamp Unto My Feet* and *The Catholic Hour* were cited in the religious field. *Omnibus*, new CBS-TV show underwritten by the Ford Foundation, was described as a milestone in American cultural life.

"Radio and television already have contributed a great deal to intercultural understanding," Mr. Hayes said, predicting that "If our performance in the next 20 years duplicates our performance in the past two decades, radio and television will more than justify themselves."

'Hit Parade' Dropped

AMERICAN Tobacco Co., N. Y. (Lucky Strike cigarettes), dropping its *Hit Parade* on NBC radio (Fri., 8-8:30 p.m.), has signed to sponsor Horace Heidt show on CBS Radio (Thurs., 10-10:30 p.m.) starting Jan 1. *Hit Parade* has been on air since 1935. Agency: BBDO, N. Y.

It's a WHIZ for Sales!

SUCCESS STORY #3

Account:	Department store
Merchandise:	Plastic garment bags
Advertising:	2 radio announcements
Merchandise Sold:	144 garment bags
Advertising cost:	$7.11
Merchandise sales:	$144.00
Advertising cost ratio:	4.9%

WHIZ · Zanesville
NBC in Southeastern Ohio

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast

Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of "WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St., New York 19

Film Report

(Continued from page 86)

Charlotte Freeze, Dallas, Tex., one 20-second film through **Tracy-Locke Co.**, Dallas.

* * *

Dudley Television Corp., Beverly Hills, has completed 25-minute film, *Flight to California*, for **Trans-World Airlines**, New York, for TV release.

Distribution . . .

High Definition Films, London, England, is negotiating for distribution of British TV films in Canada and the United States. The films are especially made low cost movie productions using as many as three electronic cameras simultaneously. According to **Norman Collins**, managing director of High Definition Films, this allows the making of a finished 30-minute film in one shooting instead of taking a week or 10 days to do it. The films will make cheap TV production possible in smaller centers, according to Mr. Collins. He claims advantages from a technical standpoint to include viewing of all rehearsals on a screen, watching the actual picture on the electronic screen during taking of the picture by production staff, and allowing all editing to be done while actual taking of picture is being done. Production is to start at London next January. Mr. Collins was formerly controller of TV for the British Broadcasting Corp.

ON HAND for ceremony during which RCA Victor gave 25 TV receivers to District of Columbia schools [B•T, Dec. 1] are (l to r): Henry G. Baker, vice president-general manager, RCA Victor Home Instruments Dept.; William J. O'Connor, president, Southern Wholesalers Inc.; FCC Comr. Rosel Hyde; C. Melvin Sharpe, president, D. C. Board of Education; Dr. Hobart M. Corning, superintendent of D. C. schools, and Eugene E. Juster, general manager, WRC WNBW (TV) Washington.

* * *

Consolidated Television Sales, Hollywood, has acquired distribution rights to half-hour TV film version of "A Christmas Carol" from **Tableau Television Ltd.**, that city. The program is narrated by **Vincent Price** and features **Taylor Holmes** and the **Mitchell Boys Choir.**

Production . . .

Dougfair Corp., Los Angeles, is completing the first six half-hour films in the NBC-TV *Douglas Fairbanks Presents* series, currently in production in London. **Liebmann Breweries Inc.**, Brooklyn (Rheingold Beer), will sponsor the series in New York area. Agency is **Foote, Cone & Belding Inc.**, N. Y. **Phillips Petroleum Co.**, Bartlesville, Okla., will sponsor it in the South and Middle West. Agency is **Lambert & Feasley Inc.**, New York.

Random Shots . . .

Novel Films Inc. has been formed to produce integrated film programs for television, with **J. Milton Salzburg** as president, **Frank Soule**, vice president, and **Jack H. Rosner**, treasurer. The first series will consist of 13 stories from literary classics and is scheduled for release early next year. Novel Films headquarters: 1501 Broadway, New York.

* * *

Caribbean Pictures has been formed by **Raoul Walsh**, motion picture director, and **Robert Newton**, film star, to produce two half-hour TV film series, based on the characters of Long John Silver and Capt. Blackbeard. Production will start shortly after first of the year in the West Indies.

* * *

Italian Films Export, New York, has established a television department under the direction of **Ralph Serpe** to represent Italian producers in developing co-production transactions with American television producers. The firm also is planning to create its own package shows for American distribution, Mr. Serpe said.

* * *

Vitapix Corp., new television film firm headed by **Robert H. Wormhoudt**, has opened headquarters at 509 Madison Ave., New York. West Coast office is at 5540 Sunset Blvd., Hollywood, where **William F. Broidy** is vice-president in charge of production.

Film People . . . .

Alex Leftwich has been named director of television for the **Jam Handy** motion picture studio, Detroit. He has directed Lilli Palmer, Faye Emerson and Ilka Chase, and TV programs including *Toast of the Town*, *This Is Show Business* and Robert Q. Lewis.

Mr. Leftwich

* * *

Robert Godwin, free lance photographer, Hollywood, to **John S. Nash Productions**, that city, as head of the sales department.

* * *

Cleo McCartney, head of auditing department, Horace Heidt Productions, Hollywood, to **Filmcraft Productions**, that city, as head of the accounting department.

* * *

Irving Starr, motion picture producer, joins **Screen Gems Inc.**, Hollywood, as alternate producer with **Jules Bricken** on NBC-TV *Ford Theatre* film series.

* * *

Jack Ishmole, manager of sales promotion and bookings for Peerless Television Productions, New York, named account executive.

GUILD FILMS CUTS

Distribution Rates

GENERAL reduction in prices up to 20% on all TV film series distributed nationally by Guild Films Inc. has been announced by Reub Kaufman, firm president.

Retroactive to Oct. 15, 1952, the rate reduction "is geared to next year's expected increase in the number of operating TV stations," he said.

Belief that "lowered program costs at this time will facilitate the entry into video of many sponsors who, otherwise, would be unable to enter into this pay-off advertising medium" is behind Mr. Kaufman's decision.

"Smaller profits per unit can be made up by large volume sales and distribution," he said.

Already being shown throughout the country are such Guild-distributed TV film series as "Invitation Playhouse," "Close-Up," "Lash of the West," "Call the Play" plus "Guild Sports Library" and "Guild Film Library."

MARY MARGARET McBRIDE, ABC radio commentator; Arlene Francis, TV personality, and radio and TV actress Lilli Palmer named "Key Women of the Year" in radio, television, and stage and screen, respectively, by fashion division, Federation of Jewish Philanthropies.

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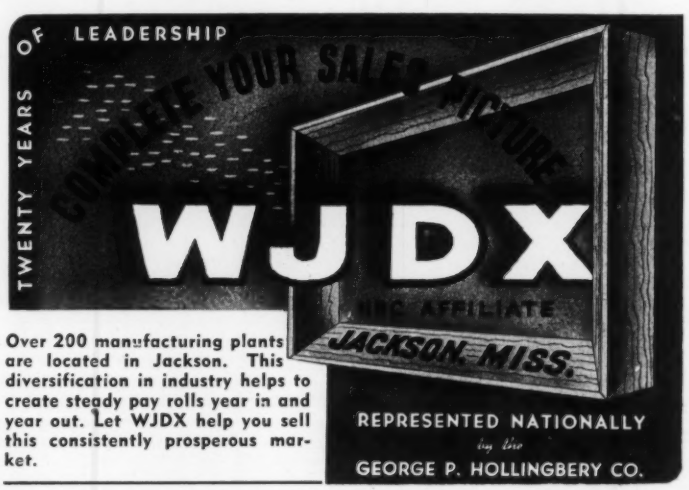

TWENTY YEARS OF LEADERSHIP
COMPLETE YOUR SALES PICTURE
WJDX
NBC AFFILIATE
JACKSON, MISS.
Over 200 manufacturing plants are located in Jackson. This diversification in industry helps to create steady pay rolls year in and year out. Let WJDX help you sell this consistently prosperous market.
REPRESENTED NATIONALLY
by the
GEORGE P. HOLLINGBERY CO.

KXLY-TV WINS

Judge Okays Station Site

RIGHT of KXLY-TV Spokane, Wash., to construct and operate its facilities atop 6,000-foot Mt. Spokane was upheld last Monday by Acting Superior Court Judge Ed B. Powell, Spokane. The station hopes to take the air by Christmas.

While this is a state, rather than a federal case, it does set precedent because it is the first known case in which location of a broadcast transmitter on Government property has been contested. It had been watched with great interest in official quarters in Washington, since the FCC is bending every effort to expedite the licensing of new TV stations, notably in markets, such as Spokane, which have no existing service.

In a memorandum opinion Judge Powell ruled the State Parks & Recreation Commission was within its authority in leasing such a site to KXLY-TV. Station owners are Symons Broadcasting Co., 50%, and Harry L. (Bing) Crosby, 47.6%. The Symons firm is owned by E. B. Craney (49.6%), John L. Wheeler (16.3%) and Lulu M. Wheeler (33.23%).

Television-Spokane Inc. (KNEW) and Mr. and Mrs. Sydney Streeter, owning land on Browne's Mountain which Television-Spokane Inc. had under option to buy, were plaintiffs in a suit asking the court to void the lease agreement [B•T, Nov. 3, Oct. 27]. Former Sen. Clarence C. Dill represented KXLY-TV in the action.

Judge Powell pointed out that public conception of a park has changed in the last century. He said, "The idea that a park is a place for peaceful contemplation has yielded to the conception that a park is the place for recreation and amusement. If members of the park commission feel that television and radio facilities will appeal to the public generally, then they are within the province of the law."

No Specifying Law

The court found nothing in the law specifying that park benefits had to be confined to those actually in the park, noting the mountain could be viewed for a distance of 30 miles around the park by many more people than make the trip to the summit.

Judge Powell said the TV towers "may appear to be objects of beauty to persons with the mechanical and esthetic qualifications to judge." He compared TV towers with ski lifts and runways which appear to be blemishes to an older generation, whereas, they are attractions "to the young and vigorous addicts of that sport."

Concluding, Judge Powell observed the state had the right to gain a profit from the TV lease, holding that although parks were not intended primarily as revenue sources "the implication is clear" that the state can benefit by leasing concessions.

KXLY-TV has completed a concrete building at the mountain site, with tower erected and electronic gear unpacked and in process of erection. A microwave beam will carry the signal from Spokane, 25 miles away, with radio-telephone connection. The station will operate on Ch. 4.

Television-Spokane Inc. is an applicant for Ch. 2, as is Louis Wasmer. The competing applications are slated for hearing. Principals in Television-Spokane Inc. are Burl C. Hagadone and Harry Henke. Mr. Hagadone heads Inland Empire Broadcasting Co., operating KNEW. KHQ-TV Spokane has a grant for Ch. 6.

FRED WEBER (l), president, WFPG-AM-FM-TV Atlantic City, N. J., signs to affiliate the TV outlet with NBC-TV. Looking on is Thomas E. Knode, manager, NBC station relations. WFPG-TV is slated to make its debut Dec. 20 [B•T, Dec. 1].

THEATRE TV

Bendix Plans C-C Cast

TREND toward industry use of closed circuit theatre television became more pronounced last week when Bendix Home Appliances Div., Avco Mfg. Corp., said it will utilize this medium Dec. 30 to introduce a new product in more than 40 key cities.

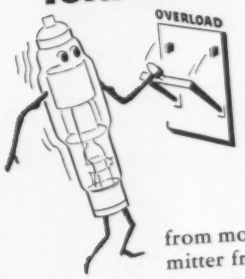
James Lees & Sons, Bridgeport, Pa., carpet manufacturer, plans its national sales conference today (Monday) via theatre TV [B•T, Nov. 3].

Bendix and Teleconference Inc., New York, announced jointly that their one-hour program will originate in the Garrick Theatre, Chicago, and will be viewed by an estimated 100,000 company distributors, dealers, salesmen and guests.

Judson S. Sayre, Avco vice president and general manager of Bendix, said theatre TV possesses "unlimited opportunities" for presenting new appliances "to the best possible advantage."

Teleconference has arranged with United-Paramount Theatres Inc., Warner's, Loew's, RKO, Fabian and others to carry the program in theatres throughout the country.

The rectifier that can be told when to STOP



In less than 1/60 second—almost before an overload gets started—this tube, used as a grid-controlled rectifier, can shut off the very same high voltage it rectifies. Acting electronically, with no time-lag from moving parts, it protects the transmitter from overloads.

Today, the RCA-5563 is used in RCA's 5/10-kw AM transmitter to provide "split-cycle" overload protection *electronically*—while also acting as the main rectifier. Unique applications like this are just one example of how RCA-engineered tubes help equipment designers provide more versatile transmitters.

For prompt service on your RCA tube needs, simply call your *RCA Tube Distributor.*

RCA ® **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N.J.**

FCC actions

NOVEMBER 27 THROUGH DECEMBER 5

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-sychronous amplifier	vis.-visual	unl.-unlimited hours

STA-special temporary authorization CG-conditional grant
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

December 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WLCS Baton Rouge, La.—License for CP, which authorized changes in existing AM.

KEUN Eunice, La.—License for CP, which authorized new AM.

WBBB Burlington, N. C.—License for CP, which authorized power increase.

KBWL Blackwell, Okla.—License for CP, as mod., which authorized new AM.

WEVA Emporia, Va.—License for CP, which authorized new AM.

KTNT Tacoma, Wash.—License for CP, as mod., which authorized new AM.

Change DA System

WSCR Scranton, Pa.—CP to make changes in DA system.

AM—1340 kc

WMAW Menominee, Mich.—Mod. CP, as mod., which authorized new AM, to increase power from 100 to 250 kw-DN.

AM—770 kc

KOB Albuquerque, N. M.—Mod. CP, as mod., to change from 1180 to 770 kc. AMENDED to change officers, stockholders and directors.

License Renewals

Following stations request renewal of license:

KBTA Batesville, Ark.; KATY San Luis Obispo, Calif.; WOOK Washington, D. C.; KDMO Carthage, Mo.; WOXF Oxford, N. C.; WFIG Sumter, S. C.; WLDY Flambeau, Wis.

December 2 Decisions . . .

BY BROADCAST BUREAU

License Granted

KWSK Pratt, Kan.—Granted license covering new AM; 1570 kc, 250 w-D.

KIJV Huron, S. D.—Granted license covering change in trans. and studio locations.

WIMO Winder, Ga.—Granted license covering new AM; 1300 kc, 1 kw-D

WTOP-FM Washington, D. C.—Granted license covering changes in existing FM; 96.3 mc (Ch. 242); 20.5 kw; ant. 390 ft.

WJOI-FM Florence, Ala.—Granted license covering CP as mod.

WCPS-FM Tarboro, N. C.—Granted license covering new FM station; Ch. 282; 7 kw.

WCPO-FM Cincinnati, Ohio—Granted license covering changes in licensed station; Ch. 286; 12.5 kw.

WEHS (FM) Chicago, Ill.—Granted license covering changes in licensed station; Ch. 250; ERP 21 kw.

KXEL-FM Waterloo, Iowa—Granted license covering changes in licensed station; Ch. 289; 8.5 kw.

Change Name

WAFM-TV Birmingham, Ala.—Granted mod. license to change corporate name to The Television Corp.

WAPI Birmingham, Ala. — Granted mod. license to change name to The Television Corp.

Change Antenna System

KREI Farmington, Mo. — Granted mod. CP to make changes in ant. system; engineering condition.

Change Tower Location

WPTX Lexington Park, Md.—Granted mod. CP to change tower location.

Modification of CP

WSPN Saratoga Springs, N. Y. — Granted mod. CP for approval of ant., trans. and studio location.

WNBK (TV) Cleveland, Ohio — Granted mod. CP to change facilities in TV station from ERP 87 kw visual, 44 kw aural, to 100 kw visual, 50 kw aural; antenna 1,000 ft.

KRCH Hot Springs, Ark.—Granted mod. CP for approval of ant., trans. location and to specify studio location.

KCHE Cherokee, Iowa—Granted mod. CP for approval of ant., trans. location; to specify studio location and change type trans.; condition.

Extension of Completion Date

WJBK Detroit, Mich.—Granted mod. CP for extension of completion date to 6-9-53.

WMRN Marion, Ohio—Granted mod. CP for extension of completion date to 3-9-53.

Granted STA

WSLS-TV Roanoke, Va. — Granted STA to operate TV station on commercial basis for period ending May 10, 1953, on Ch. 10.

Granted CP

WHAS-TV Louisville, Ky.—Granted CP to make changes in facilities of existing station to change from Ch. 9 to Ch. 11; ERP 316 kw visual; 158 kw aural; antenna 490 ft.

WRHT Griffin, Ga.—Granted mod. CP for approval of ant., trans. and studio locations.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Chief, Broadcast Bureau — Granted petition for extension of time to determine whether to file reply to petition for consolidation of TV applications for Superior and Duluth and waiver of procedural rules; time for waiver of procedural rules extended to and including Dec. 1.

KXL Broadcasters, Portland, Ore.—Granted petition to dismiss without prejudice TV application for Ch. 6.

By Examiner Basil P. Cooper

Tampa Television Co., Tampa, Fla.—Granted motion to admit Michel G. Emmanuel to Bar of Commission pro hoc vice for purpose of taking depositions beginning Dec. 8 in Tampa, re applications for TV Ch. 13 by Tampa Tele. Co., et al.

By Examiner Elizabeth C. Smith

Oregon Television Inc., Portland, Ore.—By memorandum opinion and order granted petition to amend application for TV Ch. 13, to show change in by-laws and other corporate changes.

Mt. Hood Radio & Television Bcstg. Corp., Portland, Ore.—Granted petition for continuance of consolidated hearing on applications for TV Ch. 6 from Dec. 1 to Dec. 10 in Washington.

By Examiner William G. Butts

WSTR Sturgis, Mich.—Granted petition to amend application to request 250 w-unl., 1240 kc instead of increase in D power from 500 w to 1 kw on 1460 kc. Application as amended was removed from hearing docket.

James Gerity Jr., Pontiac, Mich.—Ordered that hearing on application of Gerity for new station on 1460 kc, 500 w-unl., scheduled for Nov. 28, be continued without date, subject to further order scheduling definite date for hearing, either upon Commission's or Examiner's own motion or upon appropriate motion being duly filed by any party to this proceeding or by Chief of Broadcast Bureau.

Kendrick Bcstg. Co. Inc., Harrisburg, Pa.—Granted motion for continuance of consolidated hearing on application and that of Rossmoyne Corp., from Dec. 1, 1952 to Jan. 5, 1953.

By Examiner Thomas H. Donahue

Sacramento Telecasters Inc., Sacramento, Calif.—By memorandum opinion and order granted petition to amend application for TV Ch. 10, to specify different type ant., and other changes.

By Examiner Herbert Sharfman

Head of the Lakes Bcstg. Co., Superior, Wis.; Red River Bcstg. Co. Inc., Duluth, Minn.—Ordered that hearing on applications for TV Ch. 3, now scheduled for Dec. 17, be continued to Feb. 17, 1953, in Washington.

By Examiner Fanney N. Litvin

The Brush-Moore Newspapers Inc., Stark Bcstg. Corp., Canton, Ohio—Granted joint petition for continuance of hearing on applications for new TV stations on Ch. 29, from Dec. 8 to Jan. 12, 1953.

By Examiner Annie Neal Huntting

KTRM Inc.—Beaumont, Tex.—Granted petition to amend TV application for Ch. 6, to show changes in stock ownership, etc.

December 2 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WLSH Lansford, Pa.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location and change type trans.

License for CP

KTFS Texarkana, Tex.—License for CP, which authorized change in trans. and studio location.

License Renewals

Following stations request renewal of license:

WBIW Bedford, Ind.; WJMB Brookhaven, Miss.; WAML Laurel, Miss.; KCMO Kansas City, Mo.; WHAP Hopewell, Va.; KOWB Laramie, Wyo.

TENDERED FOR FILING

Modification of License

WNPT Northport, Ala.—Mod. license to designate main studio location at Tuscaloosa, Ala., instead of Northport.

Change Hours of Operation

KCHJ Delano, Calif.—CP to change hours of operation from D to unl.; change power from 1 kw-D to 1 kw-N, 5 kw-D; change type trans. and install DA-DN.

Change ERP

KNX-FM Hollywood, Calif.—CP to change ERP to 71.5 kw; type ant. to Andrew 1308, 8-bay; change trans. location to approx. 1 mi. WNW Mt.

AUSPICIOUS START

WEVA Spadework Pays Off

SPADEWORK before the station went into operation on the part of Harris L. Umstead gave WEVA Emporia, Va., an enviable start.

During four weeks prior to WEVA's taking the air Nov. 4, Mr. Umstead—at that time the entire sales staff—visited businesses, clubs and mingled wherever there was a group. "In short," relates Mr. Umstead, "I made it a point to be seen and heard as often as practicable within good taste."

On opening day, WEVA, a 250 w AM-FM operation owned by the Stone Broadcasting Corp., went on the air with better than $5,600 a month in signed time sales. Several programs sold were from the AP wire, it was noted.

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TOWER and ANTENNA erection

at its Best

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ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

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Change Antenna Type

WESN (FM) Salisbury, Md.—CP to change ant. type to Collins, 37M6, 6-sec. Ring; ant. height above average terrain to 366 ft.

License for CP

WKRC-FM Cincinnati — License for CP to make changes in licensed station.

APPLICATION RETURNED

License Renewal

WJMA Orange, Va.—RETURNED application for renewal of broadcast license.

APPLICATIONS DISMISSED

AM—1280 kc

WANA Anniston, Ala. — Mod. CP,

(Continued on page 99)

Fred O. Grimwood & Co., Inc.
Consulting Radio Engineers
S. C. Grimwood, Pres. Ralph J. Bitzer, Ch. Eng.
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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in Northwest. Must know sales promotion and be able to handle personnel. Box 111S, BROADCASTING • TELECASTING.

Manager wanted for small city station in Midwest. Good area, excellent possibilities. Opportunity to buy substantial interest. Send full information on past record, photo, financial status and all other pertinent information. Box 154S, BROADCASTING • TELECASTING.

Salesmen

Immediate opening sales manager of aggressive Southeast network affiliate. You will take over substantial billing with guarantee against commission on all station sales. If you can sell in a competitive market, rush summary of experience to Box 25S, BROADCASTING • TELECASTING.

Southern California. Large, active market. Independent wants aggressive salesman with successful record in competitive market. Salary, bonus, advancement. Send photo and resume to Box 149S, BROADCASTING • TELECASTING.

Salesman for local accounts. Salary plus commission. Good market. Texas ABC station. Box 203S, BROADCASTING • TELECASTING.

Experienced, radio time salesman. Starting pay $100.00 weekly, must have car, experience, references. Contact Manager KCHJ, P. O. Box 262, Delano, California.

Nebraska. Radio time salesman wanted for position at KCOW, Alliance, Nebraska. Prefer young married man with car. Opportunity for advancement.

Salesman who can announce and who doesn't mind hard work and long hours when necessary. $91.50 for 6 day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Phone salesman sell GBA campaigns for stations. Top comms., bonus. 727 Meriden Road, Waterbury, Conn.

Announcers

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southerner preferred. Reply to Box 943R, BROADCASTING • TELECASTING.

Somewhere there's a clever, experienced DJ with the maturity, experience and personality to carry a three hour early morning block on a major market indie in the Northwest. We want him! Man selected will get personal promotion; will operate on contract. Send tape, complete resume. This ad is meant to attract a thoroughly seasoned DJ who is ready for a major market "break." Box 187S, BROADCASTING • TELECASTING.

North Carolina. Full time independent. Program Director - announcer. Must have ability and experience. Good salary for someone who can produce. Box 193S, BROADCASTING • TELECASTING.

Opening for staff announcer some experience required. Box 201S, BROADCASTING • TELECASTING.

Newscaster plus regular announcing shift. Permanent. Texas location. Tell all. Box 202S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Aggressive Southeastern independent needs experienced, versatile, quality announcer. January opening. Must be capable board operator. Semi-rural area that offers "better-than average" living and working conditions. Automobile desirable. Send tape, photo, resume. All material will be returned. Box 206S, BROADCASTING • TELECASTING.

Independent station in city over 100,000, South, needs announcer-engineer with first class ticket. Starting salary $1.60 per hour, minimum 40 hour week. Must be good. Talent and other opportunity to make money. Write full details first letter. Box 207S, BROADCASTING • TELECASTING.

Morning disc and newsman. Some experience necessary. Box 209S, BROADCASTING • TELECASTING.

Wanted—Experienced announcer-copywriter. 5,000 watt CBS affiliate. $78.00 per week. Give complete details first letter. Box 215S, BROADCASTING • TELECASTING.

Wanted—Announcer deejay—emphasis on personality. 5,000 watt Southern station. Above average pay this locale. Submit resume, audition, disc or tape together with date available. Box 218S, BROADCASTING • TELECASTING.

Combo man, accent on announcing must have first phone. $75.00 per week. Opportunity to sell on commission. Opening January first. KBMX, Coalinga, California.

Experienced combo man with executive ability to advance to manager. Also chief engineer with new installation ability. Only permanent applicants desired. KCRE, Crescent City, California.

First class ticket, engineer-announcer. No training necessary either field. Telephone collect, 875, Raton, New Mexico, KRTN, Brown.

Good combo man needed by Southwest CBS affiliate. $91.50 for 6-day week if you know your business. Mail complete qualifications, references and disc to Jim Duncan, KSIL, Silver City, New Mexico.

Immediate opening—Two announcer-engineers with first class license. Salary $60.00-$65.00 for 40 hours to start. Send full information first letter, plus disc. WDEC, Americus, Georgia.

Help wanted: Combination man. Heavy on announcing. Small station. Small resort town. $80.00. Forty Hour week. For details, call collect. Telephone Number 65, WKAM, Warsaw, Indiana.

Immediate opening—Experienced announcer. Permanent position. Disc or tape, photo first letter. WMLT, Dublin, Georgia.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do selling too. Send complete details on background. WPLA, Plant City, Florida.

Live wire independent needs personality staff announcer. Pay commensurate with ability. Contact WVSC, Somerset, Pennsylvania.

Combination announcer-engineer, first class ticket. Permanent. WWGS, Tifton, Georgia.

Technical

Need combination man or operator. Good proposition for right man. Box 84S, BROADCASTING • TELECASTING.

Virginia kw needs engineer. State minimum salary expected. Box 94S, BROADCASTING • TELECASTING.

Florida. First class engineer. No experience necessary. Box 116S, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

First class operator, preferably with experience and capable of assuming duties of chief in setting up maintenance schedule, handling proofs of performance, etc. 250 watt network affiliate in beautiful Shenandoah Valley. Send complete details including salary requirement, experience, etc, to Box 196S, BROADCASTING • TELECASTING.

North Carolina. Engineer-announcer with emphasis on announcing. 40 hour week. Top salary. Box 200S, BROADCASTING • TELECASTING.

Chief engineer to announce approximately 20 hours weekly net station. Ideal living conditions. Start $80.00. Inquire KLEA, Lovington, New Mexico.

Combination man. Better than average pay for dependable man with a good radio voice. Friendly town of twenty thousand, ideal for family man. Contact Mr. Herbert Lee or Mr. Palmer Dragsten, KDHL, Faribault, Minnesota.

Engineer with first class ticket wanted immediately. Experience not entirely necessary. Good pay. Ideal place to live. WBBO, AM and FM, Forest City, North Carolina.

First class engineer studio transmitter. Work $57.50, 40 hour week. Experience desirable, not necessary. WCEM, Cambridge, Md. Phone 1580.

Operator with first class license. No experience necessary. WEAV, Plattsburg, New York.

First class engineer. No experience necessary. Good opportunity for right man. Apply WFLB, Fayetteville, North Carolina.

Combo man, first phone, $250.00 to $300.00 month for good voice, 1,000 watts. WIVY, Jacksonville, Florida.

Combination engineer-announcer wanted immediately. Send full details and audition in first letter. Call 1220 if close. Radio Station WMFC, Monroeville, Alabama.

Immediate opening—Experienced engineer-Chief's job open. WMRI, Marion, Indiana.

Engineer present AM-FM. Building TV. Excellent opportunity to learn all phases. Car required. Phone collect, D. N. Bowdish, Chief Engineer, WPAG, Ann Arbor, Michigan.

Wanted: First class engineer, no experience required. Write WREL, Lexington, Virginia.

First phone: transmitter operator, WSYB, Rutland, Vermont.

Production-Programming, Others

Continuity writer for Southern metropolitan radio-TV station. Must have strong sell and ideas. State experience, reference, personal history, and minimum salary first letter. Box 150S, BROADCASTING • TELECASTING.

Immediate opportunity—Combo man, some copywriting. Talented beginner considered. KDKD, Clinton, Missouri.

Experienced traffic manager-copywriter needed immediately. Pleasant working conditions. Prefer man, but will accept woman. Jim Steele, WIRK, West Palm Beach, Florida.

Help Wanted (Cont'd)

Television

Announcers

$80.00 a week for good announcer strong on "sell" and DJ. TV future in good Midsouth market. Send complete details in first letter. Replies confidential. Box 763R, BROADCASTING • TELECASTING.

TV Technician with TV schooling or broadcast experience. Southwest. Enclose full particulars, recent photo desirable. Box 180S, BROADCASTING • TELECASTING.

Technical

Excellent opportunity for advancement in TV. Now open, jobs for engineers holding first class ticket. TV station WKTV, Utica, New York. Contact D. T. Layton immediately.

Production-Programming, Others

Television news teacher needed in large university journalism school, beginning February. Television news experience essential. Chance for graduate work. Box 189S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

Program manager: Station experience from 250 to 50,000 watt as program manager, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program manager for leading station and regional network. Box 61S, BROADCASTING • TELECASTING.

I want to grow, but I want a station to grow with. Sales manager 5 kw indie two years with proven sales record, doubled billings. Experience all branches AM operation. I don't want a fortune, just a comfortable living with a property that has a good potential. Age 38 and married. Will travel anywhere in U. S. Box 138S, BROADCASTING • TELECASTING.

Salesman

Can you use a hard-hitting salesman, with limited but well-recommended disc jockey experience? Then write, Steve J. Sumgla, 3132 Irving Avenue S., Minneapolis, Minnesota. Prefer South or West.

Salesman — 5 years broadcasting, 3 sales, strong record. Settled, 30 wants TV future or large market. Anywhere North East, Atlantic to Mississippi. Meredith Williams, 429 Fairmount Avenue, Warren, Ohio. Phone 2-9076.

Announcers

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 107S, BROADCASTING • TELECASTING.

Writer-producer: History of success in all forms, phases, and facets of commercial copywriting, scripting, production, and direction at agency, broadcasting, and theater levels. Taste in showmanship, tact in talent relations, ingenuity in budget situations, competent administrator. Box 161S, BROADCASTING • TELECASTING.

Experienced announcer, salesman and sportscaster, desires better opportunity. Now employed in 250 watt station. Prefer Minnesota or upper Midwest. Box 181S, BROADCASTING • TELECASTING.

MC - announcer, experienced, sports color, in person Mc work, wants TV future, tape, resume, photo. Box 184S, BROADCASTING • TELECASTING.

Announcer—One year experience announcing. Did Canal Zone league baseball play-by-play-stage experience. Young, hard worker, dependable, wants start. Single, veteran. Will travel. Disc, photo available. Box 188S, BROADCASTING • TELECASTING.

XUM

Situations Wanted—(Cont'd)

Announcer-disc jockey. Desire progressive station, larger market. Presently employed. Box 190S, BROADCASTING • TELECASTING.

Announcer—Strong on news; veteran; three years experience; console board operation; college graduate; dependable; references; South preferred. Box 192S, BROADCASTING • TELECASTING.

Announcer: desires to get into programming with AM or TV, experience, education, draft free. Will consider good staff or news job. Box 194S, BROADCASTING • TELECASTING.

Excellent — Experienced play-by-play football - basketball - baseball — West Coast, now East. Desire full sports schedule. Accurate for TV. Audition proof available. Box 198S, BROADCASTING • TELECASTING.

SRT graduate. Experienced in all phases of announcing. Wide and varied knowledge of music, sports. Box 211S, BROADCASTING • TELECASTING.

Announcer, versatile, sports specialty, control board operator. DJ, married. Willing to settle small community. Available immediately. Box 212S, BROADCASTING • TELECASTING.

Announcer—Two years experience all phases. Prefer news, sports, special events. Married, veteran. References, disc, photo furnished. Available January 12th. Box 213S, BROADCASTING • TELECASTING.

Top Western disc jockey, singing with own guitar accompaniment, records. Three more years draft exempt. Want station in college town. Am 19. Box 214S, BROADCASTING • TELECASTING.

Announcer—Experienced net and indie. Sober veteran. Staff, record and board work. Now working. Want to settle. Box 217S, BROADCASTING • TELECASTING.

Announcer—22, 4F, 5 years experience. Desires Florida for health. Excellent references. Box 221S, BROADCASTING • TELECASTING.

Zany, clever two-man show for all-night operation or morning segment. Extra voices, gimmicks, real use of production. Tapes on request. Box 223S, BROADCASTING • TELECASTING.

Announcer, capable, versatile. Strong on news, commercials-DJ specialist play-by-play sports. Single, draft exempt. Available now. References, disc on request. Ronnie McKelvey, Toms River, New Jersey.

Technical

First class operator desires engineering position. Seven years electronics experience. Southwest preferred. Sixty-five dollars. Auto. Box 119S, BROADCASTING • TELECASTING.

First phone. CREI graduate. 4 years control room and transmitter. Chief 3½. Single, draft exempt, car. North only. 2 weeks. Box 191S, BROADCASTING • TELECASTING.

Engineer, first class. Nine years experience AM and FM. Experienced remotes, tape recorders. Age 49, draft exempt. Available at once. Box 204S, BROADCASTING • TELECASTING.

Situations Wanted—(Cont'd)

Engineer; five years commercial radio. Currently in charge engineering staff in city of one million. Desire studio position large station. 29; married. Prefer West Coast. Box 205S, BROADCASTING • TELECASTING.

Chief engineer, 6 years experience desires chief position or position in TV or large station. TV training. Box 219S, BROADCASTING • TELECASTING.

Transmitter operator. License plus broadcast experience. Qualified technician available reasonably because various factors. Please specify requirements. Lewis Sherlock, Box 891, Denver 1, Colorado.

Production-Programming, Others

Newsman: Experienced, able take complete charge newsroom. Currently employed New England network affiliate. Authoritative delivery. Contact Box 136S, BROADCASTING • TELECASTING.

Radio or TV copywriting position desired. Five years experience, background in all phases broadcasting. Presently employed major market, want advancement opportunity affording permanency. 26, veteran, draft exempt, single. Box 156S, BROADCASTING • TELECASTING.

Must get a start someplace! Missouri University journalism graduate, 25, single. Gather, write, edit, present news and sports. Available immediately. Box 182S, BROADCASTING • TELECASTING.

News director, 50 kw station, aims at market over 150,000, with TV or TV-outlook. Seeks station with energetic news attitudes, especially toward local and regional direct coverage. Box 183S, BROADCASTING • TELECASTING.

Newsman, seven years radio, now head news department network affiliate Midwest. Want position with plenty to do. Three weeks notice. Box 185S, BROADCASTING • TELECASTING.

Writer, colored girl, college. Traffic, board, D-Jay. Trained and capable. Vi Waters, 737 11th Street, N. W., Washington 2, D. C.

Television

Technical

Engineering supervisor of TV studios and remoted desires position as chief engineer with TV station in West. Excellent background, proven ability and best of references. The man you need to build your engineering department from CP to a well organized, efficient operation. Box 186S, BROADCASTING • TELECASTING.

For Sale

Stations

Stations West of the Mississippi. Independent. Affiliates. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

For Sale—(Cont'd.)

Equipment, etc.

RCA model 300-C phase monitor, well maintained. Original cost $550.00. Recently replaced by later model. For quick sale $200.00. Box 122S, BROADCASTING • TELECASTING.

North Carolina station has "Doolittle" FD1A Frequency Monitor and General Radio 731-B Modulation Monitor. Excellent condition. $250.00 each or both for $475.00. Box 199S, BROADCASTING • TELECASTING.

5 kw American modulation transformer, heavy duty; PRI. 4660-4660 ohms; sec. 8400 ohms; 1.5 amps. Max Peak DC PRI. $500.00 F.O.B. Ogden, Utah, Radio Station KLO.

Western Electric 250 watt AM transmitter and antenna tuning unit. Transmitter six years old and will pass FCC specifications. Price, $1,200.00. Contact J. V. Sanderson, Station WSGN, Birmingham, Alabama.

For sale: Gates 52-CS consolette, new, mounted on custom desk. Priced at $500.00 FOB Vidalia. Guaranteed perfect. Radio Station WVOP, telephone 327, Vidalia, Georgia.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Co., 1600 Broadway, New York 19, N. Y.

Gates 250 watt transmitter—250-C1. Like New. Phone Mr. Lee, 6-1614, Gadsden, Alabama.

Wanted to Buy

Equipment, etc.

Wanted: Field strength meter. Please state make and model, also last date that meter was in laboratory for calibration. State price and availability. Address replies to Box 197S, BROADCASTING • TELECASTING.

Two 944 MC Dish antennas, STL transmitter and receiver. Interested in any part. Box 220S, BROADCASTING • TELECASTING.

Any or all equipment including 200' tower and transmitter for 1 kw station. W. A. Wynne, Rocky Mount, North Carolina.

Miscellaneous

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham Radio License School, 6064 Hollywood Blvd., Hollywood 28, California.

Help Wanted

Salesmen

We have two salesmen; one earns $20,000.00; the other $14,000.00. No ceiling on earnings for another top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 208S, BROADCASTING • TELECASTING. All replies confidential.

Help Wanted (Cont'd)

Announcers

Personality Announcer

Network station with TV future in Southeastern metropolitan market of 175,000 seeks experienced versatile announcer with warmth and salesmanship. Well paying position. Extra pay if capable as vocalist and/or pianist-organist. We want a man who really wants a job. Send full particulars, photo and references to Box 222S, BROADCASTING • TELECASTING.

Situations Wanted

Managerial

GENERAL MANAGER

AVAILABLE JANUARY 1, 1953

I am a station manager with 20 years in the business. I am interested in taking over an existing property, or building a new one in radio or television, or both. Although I am 41, my experience includes 11 years with a basic 50,000 watt network affiliated station, growing up with the property. For the past nine years I have operated a major independent in one of the country's biggest and most competitive markets. The station is now No. 1 in its area.

I have been active in industry affairs and know my way around the agencies in the East, Midwest and West Coast. Plenty of references, including present employer. Wire or write Box 216S, BROADCASTING • TELECASTING.

(Continued on next page)

AVAILABLE APPROXIMATELY JANUARY 1

RCA type 5-C 5 kw AM TRANSMITTER

in excellent operating condition, price $6,000.00, FOB California. Price includes spare tubes and tuning unit. Inquire Box 210S, BROADCASTING • TELECASTING, Taft Building, Hollywood & Vine, Hollywood 28, California.

Long established company in broadcasting field interested in purchasing substantial share of VHF TV station now operating or about to be constructed. Write Box 195S, BROADCASTING • TELECASTING

WMCA New York has launched its third public service program this month with resumption of station's prize-winning series, *New World A-Coming* (Tues., 9:30-10 p.m. EST). The first broadcast highlighted a dramatization of Carl T. Rowan's book, *South of Freedom*. Last month

For Sale

Equipment, etc.

Are you trying to get on the air *quickly* with your new television construction permit?

Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist thirty-pound wind pressure in accordance with specifications of RTMA. Can be dismantled and shipped within thirty days. Wire or write Box 663R, BROADCASTING • TELECASTING.

Miscellaneous

How about Erecting, Altering, Painting your Tower-Antenna-Lights?
We're ready
J. M. HAMILTON & CO.
PAINTING • ERECTING
MAINTENANCE • YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.
316 Briland St., Tel: King 8-8230, Alexandria, Va.

WANTED • RADIO & TV CONTRACTS

We have three of the hottest radio and TV offers available! Radio station managers and others with contacts phone J. Pinkus—Mitchell 2-5475, 318 Market Street, Newark, New Jersey.

Employment Service

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D.C.

in public service . . .

WMCA began *Reports to the People* (Wed., 9:30-10 p.m. EST), on-the-spot crime reports, and *The Challenge* (Thurs., 9:30-10 p.m. EST), series on important talks in the New York area.

* * *

Korean Christmas Gifts

WLOL Minneapolis, on Dec. 1, began a long 20-hour marathon radio broadcast urging listeners to contribute blood to American Red Cross blood bank. Each contributor is to be given a Christmas card for mailing to a relative or friend in Korea which will explain blood donation is Christmas gift.

* * *

WCBS-TV Record High

CBS-OWNED WCBS-TV New York contributed $300,375 worth of air time—via station breaks, participations in regular programs, public features in regular shows and special full programs—to civic and non-profit organizations during 1952's third quarter, Clarence Worden, station's director of public service and educational programs, announced last week. He said this was a record high for WCBS-TV.

* * *

WOW Emergency Work

WOW Omaha went on a 24-hour schedule the night of Nov. 25 with coming of the first snows, accompanied by winds and freezing conditions, its first such schedule since the Missouri River flood disaster last spring. The station aired emergency material and handled 800 telephone calls asking for specific information on school closings, transportation, weather and road conditions.

* * *

Turnpike Bulletins

A SERIES of accidents on the New Jersey Turnpike has prompted WOR New York to begin broadcasts of weather and driving conditions bulletins on regularly-scheduled weekend newscasts. Station currently carries similar reports regarding other highways in the New York - Connecticut - New Jersey area.

* * *

Combined Effort

KRES and KFEQ St. Joseph, Mo., combined efforts on behalf of the Red Feather campaign and presented a simultaneous hour program featuring local leaders of the various Community Chest agencies. Program brought a Community Chest "Oscar" to each station.

* * *

Fire Victims Aided

KXIC Iowa City, through a 2½-hour broadcast appeal to aid a fire-stricken family, opened the hearts and pursestrings of nearly 500 donors who contributed more than $3,000. The radio appeal also brought a large quantity of food, clothing, furniture, household items and even an offer to build a home.

* * *

WKLK Birthday Party

EIGHT months ago an unidentified girl about 6 was left at a tuberculosis sanitorium near Cloquet, Minn. Little is known about her, not even her exact age. The girl, seeing other children enjoying birthday parties, felt left out. "I guess I'm too old to have birthday parties," she remarked. In cooperation with interested local citizens, WKLK Cloquet proclaimed Armistice Day as "Caroline's Birthday." Caroline ended up with a sizable bank account and more gifts than the hospital authorities would permit her to have at one time. In addition, Caroline's story is expected to greatly aid the local tuberculosis campaign.

* * *

WLBJ Aids Family

KEN GIVEN, manager, WLBJ Bowling Green, Ky., is proud of his station and proud of that city, too. And with good reason. Fire swept through the apartment of a local family, snuffing out the life of a nine-months-old son and reducing most of their possessions to ashes. An appeal by WLBJ brought contributions which completely furnished a new apartment and added $1,200 to the bank account of the bereaved mother.

* * *

Forest Saved

AN urgent appeal for firefighters by Ned Skaff, WCHS Charleston, W. Va., personality, has been credited by state conservation officials with saving Kanawha State Forest from destruction. Officials also paid tribute to Ross Edwards, WCHS news editor.

* * *

Christmas Appeal

JUDY DEANE, KNBC San Francisco performer, is now making her second annual appeal for Christmas gifts for children served by the Youth Guidance Center of San Francisco. The center serves neglected or abandoned children, truants or minor offenders and delinquents. Miss Deane is working with the chairman of the Voluntary Auxiliary for the center on the Yuletide project.

* * *

Finds Missing Woman

WSMI Litchfield, Ill., was responsible for finding a woman missing 19 hours, when a relative, of Wilsonville, Ill., notified police that the woman, who could not speak English, was lost in Litchfield. Jack D. Funk, news and special events director, aired a description of the woman on his newscast and searchers found her unharmed after a listener reported seeing the missing woman.

* * *

'Heart' Series

WDEL-TV Wilmington again this year is making time available to the Delaware Heart Assn. for a series entitled *Live With Your Heart*. Each week a different heart specialist from the area speaks on a varied phase of heart disease, illustrating his talk with an actual heart model, slides, X-ray prints and other devices. A similar series was presented last spring.

* * *

Christmas Gifts

KFH Wichita, to aid the city's less fortunate, has set the gift of food or a toy as the price of admission to its studio broadcasts. The food is for Christmas baskets which are distributed by the Salvation Army. Toys are turned over to 1,000 underprivileged children who will attend a huge holiday party, jointly sponsored by KFH, the Salvation Army and the Veterans of Foreign Wars.

* * *

Aids Milk Fund

WROL Knoxville on Nov. 29 took part in the "kick off" of the *Knoxville Journal's* campaign to supply milk to underprivileged children throughout the year. Appearing on the broadcast were WROL's Archie "Grandpappy" Campbell and the entire cast of *Country Playhouse*.

RADIO'S ROLE
Community Influence Cited

RADIO'S ROLE as an influence in community life was described for New Jersey manufacturers by Fred L. Bernstein, vice president, WTTM Trenton.

In an article for the manufacturer association's leaflet "Your Public Relations Communications," Mr. Bernstein commented that while it has been proven that radio can sell a product, it is too often overlooked that radio also can sell ideas and good will.

"Radio beams direct planes safely through storms and clouds, and local radio beams, properly utilized, can go far to carry a business along the safe path of good community relations," Mr. Bernstein wrote.

CAROLINA TOP NETWORK STATION

$125,000.00

A very profitable top network property located in one of the important growth markets of the Carolinas. Showing consistent increase.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 3-4341-2	Delaware 7-2755-6	Exbrook 2-5672

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH DECEMBER 4

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,358	2,340	161	843	177
FM Stations	622	579	77	20	5
TV Stations	117	98	147	929 *	242

* Filed since April 14, of which 137 have been granted.

For Television Grants and Applications, see page 68.

Docket Action . . .

INITIAL DECISION

Evanston, Ill., and Rockford, Ill. — Hearing Examiner J. D. Bond issued initial decision looking towards grant of application of **North Shore Bcstg. Co.** for 1330 kc, 500 w daytime, DA, engineering conditions, and grant of application of **Rock River Bcstg. Co.** for 1330 kc, 1 kw daytime, DA, engineering conditions, for Evansville, Ill., and Rockford, Ill., respectively. Initial decision Dec. 2.

Non-Docket Actions . . .

AM GRANTS

Listed by States

Yuba City, Calif.—John H. Steventon. Granted 1450 kc, 100 w fulltime, antenna 170 ft.; engineering conditions. Estimated construction cost $11,900, first year operating cost $30,000, revenue $36,000. Mr. Steventon is San Francisco grain dealer and lessee of KMOR Oroville, Calif. (Equipment for Yuba City station purchased from KGFN Grass Valley, Calif.) KMYC Marysville, Calif., is vacating 1450 kc, making this grant possible. Post office address: John Steventon, 465 California St., San Francisco 4, Calif. Application filed Nov. 28, 1951, seeking same frequency with 250 w fulltime; amended Oct. 16, 1952, to specify same frequency with 100 w fulltime; granted Dec. 4, 1952.

Putnam, Conn. — The Israel Putnam Bcstg. Co. Granted 1350 kc, 500 w daytime; engineering condition. Estimated construction cost $6,630, first year operating cost $45,000, revenue $48,000. Principal stockholders include President **Roland A. Gayette** (26%), owner of Liberty Foundry & Mfg. Co., Central Falls, R. I.; Vice President-Treasurer **Rene Cote** (26%), owner of Black Diamond Fuel Co., Pawtucket, R. I.; **Daniel J. Hyland** (10%), employe handling public relations and sales for Paquin Moving & Storage Co., Providence, R. I.; **G. Stanley Shaw** (3%), banker, Putnam, Conn.; **William P. Barber** (3%), Putnam (Conn.) attorney, and 22 other minority stockholders. Post office address: 42 Main St., Putnam, Conn. Filed Oct. 3, 1951, amended Nov. 12, 1952; granted Dec. 4, 1952.

Hutchinson, Minn. — McLeod County Bcstg. Co. Granted 1260 kc, 1 kw daytime, antenna 206 ft.; engineering condition. Estimated construction cost $19,728, first year operating cost $50,000, revenue $60,000. Applicant is licensee of WCOW South St. Paul, Minn., and WKLJ Sparta, Wis. Post office address: Victor J. Tedesco, 741 East Geranium St., St. Paul 6, Minn. Filed March 6, 1952, amended May 7, June 6 and Oct. 27; granted Dec. 4, 1952.

Kansas City, Mo.—David M. Segal. Granted 1380 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost $18,500, first year operating cost $42,000, revenue $60,000. For list of Mr. Segal's broadcast interests, see Warrensburg, Mo., grant below. Post office address: 409½ State Line Ave., Texarkana, Tex. Filed Feb. 7, 1952, amended May 19; granted Dec. 4, 1952.

Warrensburg, Mo.—Clinton Bcstg. Co. Granted 1450 kc, 250 w fulltime, antenna 150 ft.; engineering condition. Estimated construction cost $12,000, first year operating cost $36,000, revenue $48,000. Sole owner of permittee is **David M. Segal,** 79% owner of KTFS Texarkana, Tex., 79% of KDMS El Dorado, Ark., 72½% of WGVM Greenville, Miss., 51% of KDKD Clinton, Mo., 51% of KDAS Malvern, Ark., and permittee of new AM station in Kansas City, Mo. [see above]. Post office address: P. O. Box 1260, Texarkana, Tex. Filed April 9, 1952; granted Dec. 4.

Lebanon, Tenn.—William O. Barry. Granted 1340 kc, 100 w fulltime, antenna 150 ft.; engineering condition. Estimated construction cost $11,944, first year operating cost $24,360, revenue $36,000. Mr. Barry is program director of WCOR Lebanon, Tenn., and ⅓ owner of Barry Farms, Lebanon. Post office address: P. O. Box 221, Lebanon, Tenn. Filed June 25, 1951, amended Oct. 24, 1952; granted Nov. 26, 1952 [FCC Roundup, B•T, Dec. 1].

Keyser, W. Va.—Glacus G. Merrill. Granted 1270 kc, 1 kw daytime, antenna 205 ft.; engineering condition. Estimated construction cost $19,970, first year operating cost $21,000, revenue $38,000. Mr. Merrill is president, treasurer and owner of 866/892 shares of common stock of WHAR Clarksburg, W. Va., and is cousin of FCC Comr. Eugene Merrill (Comr. Merrill did not participate in Commission voting on grant). Post office address: P. O. Box 1526, Clarksburg, W. Va. Filed May 29, 1952; granted Nov. 26, 1952 [FCC Roundup, B•T, Dec. 1].

TRANSFER GRANTS

Listed by States

WKTM Mayfield, Ky.—Mayfield Bcstg. Co. Granted consent to Noble J. Gregory, et al., to transfer control of licensee to: **William H. Beck** (25%), Lexington (Ky.) attorney; **Meyer Layman** (25%), president, general manager and 81% owner of WSFC Somerset, Ky.; **Al Hendershot** (25%), from 1949 to 1952 salesman for WLSI Pikeville, Ky., and **W. Howes Meade** (25%), Lexington (Ky.) attorney, owner of WSIP Paintsville, Ky., from 1949 to 1951 and 70% owner of WSFC Somerset, Ky., from 1950 to 1951. Consideration is $35,000 for 100% interest. Filed Oct. 2, amended Nov. 12; granted Nov. 26 [FCC Roundup, B•T, Dec. 1].

WRBC Jackson, Miss., and **WJDX Jackson, Miss.—Rebel Bcstg. Inc.** and **Lamar Life Insurance Co.** Granted (1) assignment of license of WRBC from Rebel Bcstg. Inc. to T. E. Wright, et al., d/b as Rebel Bcstg. Co.; (2) granted assignment of license of WBRC from Rebel Bcstg. Co. to Lamar Life Insurance Co., subject to condition that it is not consummated until assignee divests itself of interest in WJDX, and (3) granted assignment of license of WJDX from Lamar Life Insurance Co. to T. E. Wright, et al., d/b as Rebel Bcstg. Co., subject to condition that it is not consummated until assignee partners divest themselves of interest in WRBC. WRBC transfer involves consideration of $250,000 and that of WJDX involves $100,000. (Negotiators were unable to consummate a previous transfer authorized July 10, 1952 [see FCC Roundup, July 14, 1952], hence their new applications for somewhat different procedure). Granted Dec. 4, 1952.

KAMQ Amarillo, Tex.—Top of Texas Bcstg. Co. Granted consent to Walter L. Hull and Mary Frances Hull to transwhich authorized new AM, to change from 1280 kc, 250 w-unl. to 1490 kc, 1 kw-D, and change type trans.

AM—1490 kc

WPID Piedmont, Ala. — Mod. CP, which authorized new AM, to change from 1280 kc, 1 kw-D to 1490 kc, 250 w-unl.; change type trans. and specify trans. and studio location.

(Continued on page 100)

Merle V. Watson, Inc.

Over $5,000,000.00 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations from coast-to-coast since 1931. Phone 26239 or 48440.

411 AVALON PLACE, PEORIA, ILL.

FCC Actions

(Continued from page 95)

December 4 Decisions . .

BY COMMISSION EN BANC

AM—1380 kc

WACB Kittanning, Pa.—Granted CP to increase power from 500 w to 1 kw-D on 1380 kc; engineering condition.

Granted CP

WLIN Merrill, Wis.—Granted CP to increase power on 550 kc from 1 to 5 kw, change studio and trans. locations to Wausau, Wis. install DA-DN and install new type trans.; engineering conditions.

Advised of Hearing

KTKN Ketchikan, Alaska—Is being advised that application to increase power from 1 to 5 kw operating on 930 kc, 1 kw-N, and install new trans. indicates necessity of hearing because of high blanket area populations making proposed site unacceptable.

KSGM Ste. Genevieve, Mo.—Is being advised that application to increase D power from 500 w to 1 kw, and change from DA-DN to DA-N operating on 980 kc, 500 w-N, indicates necessity of hearing on question of interference to KMBC Kansas City, Mo., and proposed new station at Danville, Ill., also overlap with station KJCF Festus, Mo.

WXNJ Inc. Plainfield, N. J.—Is being advised that application for CP for new AM on 1580 kc, 1 kw-D would cause interference to WPAC Patchogue, N. Y., and WQXR New York and indicates necessity of hearing.

Esther Blodgett, Harvard, Ill., Winnebago Bcstg. Co., Rockford, Ill.—Are being advised that applications are mutually exclusive and indicate necessity of hearing; Blodgett requests 1600 kc, 500 w-D and Winnebago same frequency with 1 kw, DA-2 unl.

Protest Dismissed

KSWB Yuma, Ariz.—By memorandum opinion and order, dismissed protest filed Nov. 24, 1952, by Harkins Bcstg. Co., against Commission action of Oct. 24 in granting CP to KSWB to replace expired CP for new station to operate on 1240 kc, 250 w unl.

WFAK Memphis, Tenn.—Is being advised that application to assign license to Chickasaw Bcstg. Co. Inc., indicates necessity of hearing on question of contracts and agreements upon which assignment is based.

December 4 Applications . . .

ACCEPTED FOR FILING

Change Studio Location

WICC Bridgeport, Conn.—Mod. license to change studio location from 114 State St., Bridgeport, to Booth Hill 6.9 mi. N. of center of city.

Extension of Completion Date

WBRY Waterbury, Conn.—Mod. CP, as mod., which authorized replacement on ant., and changes in DA and ground system, for extension of completion date.

License for CP

WMYR Ft. Myers, Fla.—License for CP, as mod., which authorized new AM.

WMAW Menominee, Mich. — License for CP, as mod., which authorized new AM.

WHLF S. Boston, Va.—License for CP, which authorized new AM.

WWOC Manitowoc, Wis.—License for CP, which authorized power increase.

KTBS-FM Shreveport, La.—License for CP, which authorized new FM.

Modification of CP

WPIN St. Petersburg, Fla.—Mod CP, which authorized change in station location and trans. site, to change trans. and studio location.

WCGA Calhoun, Ga.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location, specify studio location and change type trans.

WTCW Whitesburg, Ky.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio location.

WNRI Woonsocket, R. I.—Mod. CP, as mod., which authorized new AM, to change trans. and studio location and change type trans.

KOVO Provo, Utah—Mod. CP, which authorized increase in D power, to change type trans.

Extension of Completion Date

KNBR North Platte, Neb.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

KITE-FM San Antonio, Tex. — Mod. CP, as mod., which authorized new FM, for extension of completion date.

License Renewals

Following stations request renewal of license:

WFEB Sylacauga, Ala.; KGFW Kearney, Neb.; WBRE Wilkes-Barre, Pa.

TENDERED FOR FILING

AM—930 kc

WKSB Milford, Del.—Mod. CP to change from 1280 to 930 kc; install DA-D.

MITCHELL HEADS

Screen Gems Inc. Sales

JOHN MITCHELL, vice president of United Artists Television, has been named general sales manager of Screen Gems Inc. effective today (Monday), Screen Gems and United Artists Corp. announced jointly last Wednesday.

Under General Manager Ralph Cohn and Mr. Mitchell, Screen Gems will expand to sell packaged film programs to national advertisers as well as being a nationwide syndication organization, the announcement said.

Both Mr. Cohn and Mr. Mitchell have been elected vice presidents of the firm, which produces the NBC-TV *Ford Theatre* series and approximately half the duPont *Cavalcade of America* shows on the same network.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION

Insurance Exchange Bldg. — Kansas City, Mo.

FCC Roundup

(Continued from page 99)

fer negative control to **Robert D. Houck** and **Hoyt Houck** through exchange by the Hulls of their 40% interest in KAMQ for 32% interest in KSEL Lubbock, Tex., now held by the Messrs. Houck, whose interest in KSEL will be reduced from 40% to 8%, and whose interest in KAMQ will be increased from 30% each to 50% each. Filed Nov. 3; granted Nov. 26 [FCC ROUNDUP, B•T, Dec. 1].

WKLV Blackstone, Va. — Blackstone Bcstg. Corp. Granted consent to Maxey E. Stone to transfer control of licensee to **Harris L. Umstead**, sales manager of WKLV, through transfer of Mr. Stone's 119 shares of stock to Mr. Umstead, payment by Mr. Umstead to Mr. Stone of $5,000 cash, and issuance of promissory note to Mr. Stone by Mr. Umstead in amount of $3,000 (without interest, due in one year), and assignment of 22 shares of preferred stock from Mr. Umstead to Mr. Stone. Consideration is $10,200 for 85% interest. Filed Nov. 3; granted Nov. 26 [FCC ROUNDUP, B•T, Dec. 1].

KCLX Colfax, Wash.—Interstate Radio Inc. Granted voluntary assignment of license to **Eugene Pournelle** (50%), former vice president, commercial manager and 49% owner of WWOS Springfield, Ohio, and to be general manager of KCLX, and **Bradley Kincaid** (50%), president of WWSO, for $17,500 for 100% interest. Filed Nov. 12; granted Dec. 4.

New Applications . . .

AM APPLICATION

Riverside, Calif.—Riverside Radio & Telecasting Co., 910 kc, 1 kw daytime; antenna 245 ft. Estimated construction cost $18,930, first year operating cost $32,820, revenue $46,000. Sole owner of applicant is **Florence P. Raley,** Riverside (Calif.) business woman. Post office address: 1531 North Van Ness Ave., Santa Ana, Calif. Filed Dec. 5.

New Applications . . .

TRANSFER REQUESTS

Listed by States

KMPC Los Angeles, Calif.—Assignment of license from KMPC: The Station of the Stars Inc. to KMPC Inc. for $799,986 (of which $536,992 is to be cash, $190,687 is to be notes and $72,307 through exchange of stock). Principals in assignee include President **Gene Autry,** owner of KOOL Phoenix, Ariz., KOPO Tucson, Ariz. and KNOG Nogales, Ariz., and radio, television and motion picture actor; Vice President **Robert O. Reynolds** (40%), general manager of KMPC; Vice President **Lloyd Sigmon** (3.33%), assistant general manager of KMPC and radio engineer; Secretary **Wesley L. Nutten Jr.** (4%), Los Angeles (Calif.) attorney, and Treasurer **Oren G. Mattison** (1.66%), auditor and accountant for KMPC. **Melody Ranch Enterprizes Inc.** owns 51% of assignee; this stock is and will be voted by Mr. Autry. Melody Ranch Enterprizes Inc. schedules public performances, motion pictures, sound recordings, and AM and television broadcasting for actors. Filed Nov. 24.

KSAL Salina, Kan.—Acquisition of control of KSAL Inc., licensee, by **Salina Journal Inc.** through sale of 56 shares of stock held by R. J. Laubengayer for $60,000. Purchase of stock by KSAL Inc. will result in 344 shares outstanding, of which Salina Journal Inc. will hold 194 shares, or positive control. Hutcheson Publishing Co. will hold 150 shares of stock. Filed Nov. 26.

WARE Ware, Mass.—Assignment of license from Donald W. Howe to **Central Bcstg. Corp.** for $70,000. Sole stockholder in assignee is **John B. Poor,** partner in Boston (Mass.) law firm of Dalton & Poor, director and member of executive committee of General Teleradio Inc. (which is licensee of WOR-AM-FM-TV New York, WNAC-AM-FM-TV Boston, KHJ-AM-FM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGB San Diego, WEAN Providence and WGTR (FM) Worcester, Mass.), ⅓ stockholder of Paxton Realty Co., Boston, and president of Hope Broadcasting Co., Providence, R. I. (applicant for TV station there). Filed Nov. 26.

WJR-AM-FM Detroit, Mich.—Voluntary relinquishment of control by Frances S. Richards, individually and as executrix of Estate of George A. Richards, deceased, to **C. Russell Feldman** and **L. R. Jackson** through sale of 12,740 shares of stock (2.4%) for $9.125 per share, or $116,252.50 cash, payment to be made by trustees from funds of George A. Richards' life insurance trust. Before transfer Mrs. Richards has 24.91% of stock as individual and 26.12% as executrix of Estate; after transfer she will have 22.45% of stock as individual and 26.12% as executrix. Messrs. Feldman and Jackson have 5.81% of stock; after transfer they will have 8.27% of stock (together). Filed Nov. 20.

KFBB Great Falls, Mont.—Transfer of control from Buttrey Bcstg. Inc. to **J. P. Wilkins** for $147,510. Mr. Wilkins, who already has 60 shares of stock in station, is general manager of KFBB [see OUR RESPECTS TO Joseph Patrick Wilkins, B•T, Nov. 17]. Filed Nov. 21.

KXLW Clayton, Mo.—Transfer of control to **John W. Kluge** and **Marcus Austad** for $96,000 plus purchase of notes and mortgages of corporation in amount of $41,633. Mr. Austad (also known as Mark Evans) is employed by CBS and director of Housewives Protective League for WTOP-AM-FM-TV Washington and WRVA Richmond, and Mr. Kluge is president and 53% owner of WGAY Silver Spring, Md. (Washington, D. C. suburb), sole owner of Kluge & Co. (food brokerage), Washington, president and 25% owner of New York Institute of Diatetics Inc. (diatetics school), New York City, president and 25% owner of New England Fritos Corp. (distribution of food products), Boston, and vice president of James A. Aicardi Co. (manufacturer of food products), Boston. Filed Nov. 20.

WTTM Trenton, N. J.—Transfer of control from S. Carl Mark (Trent Bcst. Corp.) to **Peoples Bcstg. Corp.** for $225,000. Transferee is licensee of WOL-AM-FM Washington, D. C., and WRFD Worthington, Ohio. Filed Dec. 2.

KSWS Roswell, N. M.—Transfer of control from McEvoy Bcstg. Co. to **John A. Barnett** for $90,000. Mr. Barnett is independent oil producer and applicant for new TV station in Roswell. Filed Nov. 26.

KSWS Roswell, N. M.—Assignment of license from McEvoy Bcstg. Co. (which would be 100% owned by John A. Barnett), to **John A. Barnett** as individual. Assignment contingent on grant of transfer of control of McEvoy Bcstg. Co. to Mr. Barnett, and would introduce no new element of control or ownership but would be change from company to individual [see transfer of control application, above]. Filed Nov. 26.

WHDL-AM-FM Olean, N. Y.—Involuntary transfer of control of Olean Times Herald Corp. (parent corporation of licensee corporation, which is WHDL Inc.) to **E. B. Fitzpatrick, Robert L. Davis** and **The Exchange National Bank of Olean,** executors of Estate of M. G. Fitzpatrick, deceased, E. B. Fitzpatrick and Grey Fitzpatrick. No monetary consideration. Filed Nov. 26.

KWIN Ashland, Ore.—Involuntary assignment of license to **H. R. Morris,** trustee in bankruptcy. No monetary consideration. Filed Nov. 26.

KRUN Ballinger, Tex.—Assignment of license to **Runnels County Bcstrs.** for $27,500. Principals in assignee include **Walter G. Russell** (30%), Amarillo (Tex.) certified public accountant; **M. M. Rochester** (30%), commercial manager for KSEL Lubbock, Tex., **D. P. Pinkston** (30%), general manager of KSEL Lubbock, and **Wesley Youngblood** (10%), program director for KSEL Lubbock. Filed Nov. 26.

KITE-AM-FM San Antonio, Tex.—Assignment of license from Charles W. Balthrope to **Radio KITE Inc.** Principal stockholder in assignee is **Charles W. Balthrope,** who is the assignor, and he will have 99.98% interest after assignment. Change from individual to corporation; no monetary consideration. No actual change of control or ownership. Filed Nov. 26.

JOHN H. PERRY

Succumbs in Florida

JOHN H. PERRY, who built a radio and newspaper empire in Florida, died last Thursday at West Palm Beach of a cerebral thrombosis suffered a few days before. He was 71.

Though he personally held no direct stock interest in any radio properties at the time of his death, all were owned through newspapers in which he and his family were the principals.

He was chairman of the board and director of WJHP Jacksonville and director of WCOA Pensacola. His son, John H. Perry Jr., is president and director of WJHP, WCOA, WTMC Ocala and WDLP Panama City and a director of WNDB Daytona Beach, which is owned by the News-Journal Corp., a Perry property.

His other son, Farwell Perry, is president of Western Newspaper Union.

He is survived by his wife and his two sons, all of whom were at his bedside when he died.

SCHWERIN CORP.

Will Pre-Test NBC Films

NBC has signed the Schwerin Research Corp., New York, to a contract for exclusive pre-testing of NBC film properties for syndication, Robert W. Sarnoff, vice president in charge of NBC Film Div. announced Wednesday.

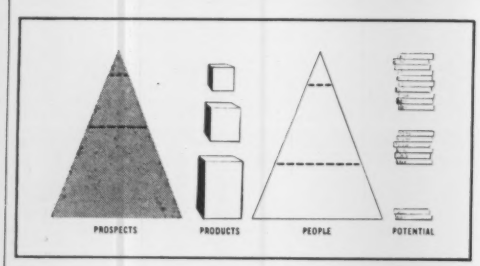
Mr. Sarnoff said pre-testing of pilot films will provide valuable information on audience reaction for guidance in production of an entire film series. This project, Mr. Sarnoff added, will throw light on such subjects as suitability of casting, effectiveness of titles, potential audience loyalty, appeal to sex and age groups, and reaction to types of products most suitable for sponsorship.

"NBC hopes that the use of the Schwerin research techniques for pretesting our film properties will be an important step toward eliminating much of the guess work in film syndications," Mr. Sarnoff said. He added that the Schwerin research will be applied also to any film series which NBC undertakes to distribute.

Must reading for
Radio and TV executives

Profile of the Advertising Market

a new study of today's market for national advertising—
its dimensions, characteristics and potential!



How many national advertisers are there? How many products do they advertise? Who are they? Where are they? How much do they spend? When do they make up media lists?

The answers to these and other basic questions appear in Profile of the Advertising Market—a new study just published by the Advertising Department of Printers' Ink.

Here, for what we believe to be the first time in advertising history, is a clear-cut picture of today's national advertising market—based upon research reported on or done by Printers' Ink, as well as available data from several media groups.

Some of the information will be familiar to you. More, however, may be a surprise. For never before have the facts and figures of advertising been analyzed in this way!

Our purpose is to help you more accurately gauge the size of your market and your selling job, and to show how Printers' Ink can help you sell more advertising to national advertisers.

If you do not now have a copy of Profile of the Advertising Market, ask your Printers' Ink man for your copy or write on your letterhead to Robert E. Kenyon, Jr., Advertising Director.

Printers' Ink

205 East 42nd Street,

New York 17, New York

Giveaway Case Opposition

(Continued from page 38)

referring certain giveaways to the Justice Dept. for investigation. These programs "were in all respects similar to those against which the present order is directed," NBC contended, and yet the Attorney General declined to take action against any of them.

NBC also noted that Mr. Fly had proposed the enactment of legislation against telephone giveaways but that Congress never followed his proposal.

"The entire purpose of [FCC's] order . . . is to prohibit the broadcast of certain types of programs, a function expressly forbidden to the Commission, and to impose an unusually drastic sanction for noncompliance," the brief charged.

What FCC is trying to do is decide between what it considers "good" programming and what it considers "bad," NBC claimed, citing court rulings which held that such a decision involves censorship.

In its interpretation of the lottery law, NBC contended, "the Commission's order and the rules which it embodies play fast and loose with the elements of chance and consideration. . . ."

By the Commission's line of reasoning, the network argued, "a professional golf tournament in which an entrance fee is charged and a substantial prize is awarded meets the test of consideration and prize," and "no golfer, moreover, would deny that the element of chance plays a considerable part in the outcome. Yet no one would dare claim that such a contest was a lottery subject to criminal penalties."

Holding that future Commissions might extend the giveaway ban even further, so as to include programs that the present Commission considers blameless, the brief concluded:

"The vice of allowing an administrative agency to 'interpret' a criminal statute has never been better illustrated than in this proceeding. Under the guise of 'interpretation,' the Commission has converted into lotteries contest programs which the Dept. of Justice refused to take action against . . . has actually succeeded in extending the 'Congressional mandate' to programs which the Congress itself did not see fit to include in the statutory prohibition . . . has completely changed the concepts of chance and consideration [and] has substituted the awkward and confusing phraseology of its own rules for the language chosen by Congress."

The FCC, in its brief, claimed that it not only has the power to adopt the regulations opposed by the networks, but that its interpretations are correct as describing violations of Sec. 1304 of the Criminal Code.

It is in the FCC's concept of "consideration" that most significance attaches.

"The usual lottery schemes . . . are conducted by commercial interests for a commercial reason," the Commission said.

"Where an enlarged radio audience is 'purchased' with the chance of prizes, in that listening to the program is directly or indirectly made a prerequisite to winning prizes, there is an immediate technical consideration in the act of listening."

Calling attention to the fact that sponsors desire large audiences, the Commission continued:

"Under these circumstances, the temptation is strong to 'buy' audiences with the offer of a chance to win a large prize.

"Defendants [FCC] believe that wherever the chance to win is conditioned upon the affirmative act of listening to a radio program, consideration is furnished by the participants. This is so whether the element of consideration be viewed in narrow technical terms, or upon the basis of a realistic economic analysis of the manner in which the entire scheme operates . . . "

In a summary paragraph, the FCC put its thinking on the subject in these words:

"In the long run the radio audience as a whole *pays for the prizes* 'given' away, and more besides. For advertisers buy advertising on the well established theory that it pays—i. e., that sales traceable to advertising produce a profit greater than the cost of the advertising. A sponsor will buy time on the air, and give away prizes on his program if and only if he is persuaded that members of the radio audience will buy enough of his product to make it worth while. The fact that inducing a mass audience to listen will result in more sales is at once the basis and the essence of the illegality of the defined schemes. To be sure, the product thus sold may be a good one and well worth the price charged . . . But the law does not sanction the promotion of sales by lotteries. The vice lies in inducing people by the bait of a lottery to buy what they otherwise would not have, or might not have, bought."

WLAN PROTEST

Court Delays Hearing

U. S. COURT of Appeals for District of Columbia on its own motion last week postponed until this Thursday hearing oral argument on the request of WLAN Lancaster, Pa., for an injunction to prevent WGAL-TV Lancaster from moving to vhf Ch. 8 pending the court's final ruling on WLAN's petition for review of FCC's conditional grant to WGAL-TV to switch from Ch. 4 to 8 [B•T, Dec. 1].

Meanwhile, NBC, in behalf of the network's Ch. 4 stations WNBW (TV) Washington and WNBT (TV) New York, petitioned the court for leave to intervene in the WLAN litigation on grounds of interference to both stations. It was because of the sub-standard co-channel spacing between Lancaster and Washington (86 miles) and Lancaster and New York (132 miles) that the Sixth Report, which finalized the TV reallocation, ordered WGAL-TV to switch channels.

WLAN has protested the action because of its competitive bid for a new station on Ch. 8 but the Commission has indicated a comparative hearing will be afforded. Hence, FCC approved the WGAL-TV change to Ch. 8 conditionally, pending outcome of such hearing. WLAN argues the conditional grant prejudices standing of its application since it would have to compete with a going operation on the channel it seeks.

WGAL-TV last week presented the court with its response to the WLAN pleadings, contending WLAN has no legal standing to request comparative hearing of its application since the Commission's Sixth Report action was done under Sec. 316 of the Communications Act rather than Sec. 309. The Ashbacker principle of comparative consideration applies only to Sec. 309, the petition pointed out.

WGAL-TV further charged that WLAN's "prayers for temporary and interlocutory relief, coming as they do 68 days after the decision and order complained of and without action by [WLAN] to secure a Commission order staying or postponing the effective date of [WGAL-TV's] obligations under such order, not only fail to present a proper case for the equitable relief requested but are suggestive of a total disregard of the hardship which would result to WGAL-TV and the public as well in the circumstances of this case."

Similar opposition to WLAN's injunction plea was filed with the court by FCC and the U. S. Attorney General.

WGAL-TV's reply was filed by George O. Sutton, William Thompson and Duke M. Patrick, Washington radio-TV counsel.

HAWKINS NAMED

Is KXLY-TV Local Sta. Mgr.

NORMAN HAWKINS, formerly of WWJ-TV Detroit, has just been appointed local station manager of KXLY-TV Spokane. KXLY-TV plans to begin operations on Ch. 4 on Dec. 25.

Mr. Hawkins

Mr. Hawkins worked as a boy at KXLY and became friendly with Ed Craney, president of XL stations. Then he flew planes for Pan American, ferryed them across the Atlantic, served in the Army, rejoined Pan American, then entered broadcasting at WWJ-TV.

New CBS-TV Affiliate

WLVA-TV Lynchburg, Va., will join CBS-TV as a primary supplementary interconnected affiliate about Feb. 1, Herbert V. Akerberg, network station relations vice president, announced last week. The station, assigned Ch. 13, is being constructed by Lynchburg Broadcasting Corp., licensee of WLVA. Philip Allen is general manager.

COLUMBIA College, Chicago school specializing in radio-TV training, is expanding activities to include the West Coast with the establishment of a branch at 2823 W. Seventh St., Los Angeles.

Another BMI "Pin Up" Hit
FULL TIME JOB
Published by Acuff-Rose
On Records: Doris Day-Johnnie Ray—(Columbia); Eddy Arnold—(Victor); Eddie Hill—(Mercury).
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at deadline

WLAN SECOND SUIT FILED IN WASHINGTON

WLAN Lancaster, Pa., Friday filed second suit in U. S. Court of Appeals in Washington against FCC's conditional grant for WGAL-TV Lancaster to move from Ch. 4 to 8 (see story on page 101). New appeal is based on Sec. 402(b) of Communications Act, which gives applicant right to appeal from Commission action which was not publicly proposed before action. This is one of changes incorporated in Communications Act by McFarland Law passed last July. As corrollary to petition, WLAN also filed motion to stay Commission's grant to WGAL-TV pending Court's determination of its appeal under 402(b) clause. WLAN suit filed fortnight ago [B•T, Dec. 1] is "petition for review" of FCC order filed under Hobbs Act provisions. It also includes request for injunction.

DuMONT TO ADD SIX

DuMONT Television Network will gain six new affiliates by spring of 1953, Elmore B. Lyford, DuMont's director of station relations, announced Friday. Stations are:

WNOW-TV York, Pa., owned and operated by Helm Coal Co., Ch. 49, to go on air in April; WNOK-TV Columbia, S. C., Palmetto Radio Corp., Ch. 67, May 1; WJTV (TV) Jackson, Miss., *Clarion-Ledger* and *Jackson Daily News*, Ch. 25, January; WFPG-TV Atlantic City, Neptune Broadcasting Corp., Ch. 46, approximately Dec. 20; KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp., Ch. 12, sometime in spring, and WTVE (TV) Elmira, N. Y., *Elmira Star-Gazette*, Ch. 24, March.

SEEK TO AVERT STRIKE

MANAGEMENT of six Chicago stations huddled late Friday in effort to avert proposed AFTRA strike there this week which would tie up talent on both coasts also. AFTRA, after more than 60 hours of negotiation last week, called for strike, first in its history there, late Thursday night. National board authorized support if issues at stake in Chicago and Los Angeles were not settled "shortly". All AFTRA contracts begin and terminate on same dates, which is why all locals are involved simultaneously. Chicago has five basic issues to be resolved, Los Angeles two. Stations involved are WGN-AM-TV (MBS) WMAQ-WNBQ (NBC) WENR AM-TV (ABC) WBBM (CBS) WBKB (CBS) and WLS.

APPLICATIONS PASSED

FCC Friday released following list of additional mutually exclusive TV applications which have been passed in its "speed-up" process [B•T, Nov. 24, 10]:

GROUP A

Applicant		Channel
Lewiston-Auburn Bcstg. Corp.	Lewiston, Maine	8
Twin City Bcstg. Co. Inc.	" "	8
Television Montana	Great Falls, Mont.	3
Montana Farmers Inc.	" " "	3
Lucille Ross Buford	Tyler, Texas	7
Tyler Bcstg. Co.	" "	7
Air-Time Inc.	Joplin, Mo.	12
Four States Bcstrs. Inc.	" "	12

SAN DIEGO SWITCH

EXCHANGE of ABC and CBS Radio station affiliations in San Diego, with KFMB becoming CBS Radio outlet and KCBQ joining ABC [CLOSED CIRCUIT, Aug. 25], becomes effective Friday.

10 MINUTES BETWEEN

GENERAL MANAGER Carl Ward of CBS-owned WCBS New York denied Friday charge made by witness at House subcommittee hearing that introduction of clergyman on WCBS was delayed because m.c. stopped to say: "But first a word about Knickerbocker beer." Mr. Ward said event occurred on Bill Leonard program, but not in manner witness claimed.

Mr. Ward said m.c., following his usual procedure, summarized various segments of program to follow, including "and you'll meet Dr. Norman Vincent Peale (clergyman and author), who has a message on the power of positive thinking." Then Mr. Leonard added: "First the 9 o'clock news brought to you by Ruppert's beer." Dr. Peale's introduction came quarter-hour later, Mr. Ward said, "and there was a separation of 10 minutes between the last reference to the beer and the actual introduction of Dr. Peale." Mr. Ward said "we do not believe that any listener could reasonably conclude that Dr. Peale was sponsored by or had any relationship to the beer sponsor," and that no association was implied.

Business Briefly

(Continued from page 5)

two U. of Illinois basketball games will be sponsored on WEAW (FM) Evanston, Ill., by Illinois Bell Telephone Co., from Dec. 10 through Feb. 2.

CIGAR CAMPAIGN ● Bayuk Cigars, Philadelphia (Phillies cigars), through Ellington & Co., New York, planning to start spot announcement radio campaign in small number of markets in addition to Saturday night fights on ABC-TV (story page 26). Client is looking for early morning availabilities.

RENEW CORLISS ● Electric companies advertising program renewing sponsorship of *Meet Corliss Archer* over ABC radio (Fri., 9:30-10 p.m. EST), for 52 weeks, effective Jan. 2. Agency: N. W. Ayer & Son, N. Y.

BREWERY TO SPONSOR ● Drewry's Ltd., South Bend (brewery), to sponsor Ziv Television Programs Inc.'s forthcoming *Favorite Story* series in five markets. Agency: MacFarland-Aveyard, Chicago.

BUYS 8 TV STATIONS ● Pacific Mercury Television Co., Los Angeles, signs for sponsorship of *Boston Blackie*, Ziv Television Programs Inc. film series, on eight TV stations and renews on ninth.

BIG 10 PROPOSAL

BIG 10, meeting in Chicago Friday for two days, was considering recommendation to National Collegiate Athletic Assn. that it adopt regional rather than national control of college football telecasts, suggested by Big 10 year ago. Group blacked out live telecasting of its games in 1950, but released some to NCAA program last year.

PEOPLE...

STUART K. HENSLEY named vice president in charge of sales for Toni Co., Div. Gillette, where he has worked as sales representative since 1946.

HERBERT BAYARD SWOPE Jr., NBC television producer and director, appointed by Citizens Union, N. Y., as chairman of organization's active Committee on Traffic & Transportation.

MARTY HOGAN, long-time Chicago freelance announcer-disc emcee and former Chicago manager of Frank B. Sawdon agency, joins WCFL Chicago as assistant general manager, working with manager Arthur Harre.

JACK LAZARE, WINS New York staff announcer, to WNEW New York's announcing and featured talent staff.

FRIDAY TV APPLICATIONS

FOUR new TV applications were filed with FCC late Friday afternoon and three applicants amended their applications.

New Applications

Jacksonville, Fla.—The Jacksonville Journal Co. (WJHP), uhf Ch. 36, ERP 121.4 kw visual, 60.7 kw aural; antenna height above average terrain 350 ft., above ground 379 ft. Estimated construction cost $303,560, first year operating cost $183,000, revenue not estimated. The Metropolis Co., which in turn is owned by the John H. Perry family, owns the applicant. City priority status: Gr. B-4, No. 196.

Cape Girardeau, Mo.—KGMO Radio & Television Inc. (KGMO), vhf Ch. 12, ERP 30.5 kw visual, 15.6 kw aural; antenna height above average terrain 148 ft., above ground 193 ft. Estimated construction cost $131,475, first year operating cost $144,000, revenue $132,000. Applicant is licensee of KGMO. City priority status: Gr. A-2, No. 239.

Salem, Ore.—Lawrence A. Harvey, uhf Ch. 24, ERP 104.7 kw visual, 56.53 kw aural; antenna height above average terrain 995 ft., above ground 223 ft. Estimated construction cost $295,300, first year operating cost $225,000, revenue $285,000. Mr. Harvey is applicant for TV station in Los Angeles and is vice president and ⅓ owner of Harvey Machine Co. (manufacturer of aluminum extrusions), Los Angeles. City priority status: Gr. A-2, No. 99.

Fort Worth, Tex.—Fort Worth Television Co., vhf Ch. 10, ERP 316 kw visual, 158 kw aural; antenna height above average terrain 989 ft., above ground 1,074 ft. Estimated construction cost $700,574, first year operating cost $700,000, revenue $700,000. Principals include general partners Raymond O. Shaffer (20%), chairman of board for Welex Jet Services Inc., Fort Worth; Sterling C. Holloway (20%), Fort Worth attorney; M. J. Neeley, trailer manufacturer; Arch Rowan (20%), oil well drilling and oil producer; F. Kirk Johnson (10%), oil producer, and O. P. Newberry (10%), vice president of Fort Worth National Bank. City priority status: Gr. B-5, No. 205.

Amended Applications

Chicago, Ill. — Johnson-Kennedy Radio Corp. (WIND), uhf Ch. 20. Change ERP to 1,000 kw visual, 500 kw aural; antenna height above average terrain 570 ft., above ground 602 ft. Studio and transmitter location Daily News Bldg. [For application, see B•T, July 14.] City priority status: Gr. B-2, No. 167.

Corpus Christi, Tex.—Superior Television Inc., vhf Ch. 10, ERP 222 kw visual, 111 kw aural. Principals: President J. D. Wrather Jr. (25%), Hollywood film producer and owner of 25% of voting stock in KOTV (TV) Tulsa, Okla.; Vice President and Treasurer Maria Helen Alvarez (25%), owner of 50% voting stock in KOTV (TV); Vice President Edgar M. Linkenhoger (25%), president and 55% owner of The Transport Co. of Texas (interstate transportation of bulk petroleum and chemicals); John F. Lynch (15%), president of La Gloria Corp. (oil and gas production), Corpus Christi, Tex., and Binford Arney (10%), director for La Gloria Corp. [For application, see B•T, July 28.] City priority status: Gr. A-2, No. 25.

Milwaukee, Wis.—Cream City Bcstg. Co. (WMIL), uhf Ch. 31, ERP 14.57 kw visual, 7.874 kw aural. Change antenna height above average terrain to 439 ft., above ground to 461 ft. [For application, see B•T, Nov. 18.] City priority status: Gr. B-4, No. 182.

AFTRA NEGOTIATIONS

FOR SECOND straight week, AFTRA and network representatives scheduled over-weekend negotiating sessions in effort to reach settlement on radio and television contracts. Both pacts have expired and have been extended on day-to-day basis by mutual agreement (see story, page 26).

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2. Display service, major grocery, drug outlets.
3. Retail Trade mailings.
4. Jobber, broker, wholesale trade mailings.
5. Newspaper advertisements.
6. Specialty publicity releases.
7. On-the-air promotions.
8. Cab covers.
9. Window displays, grocery, drug outlets.
10. Sales meetings for dealer, jobber, distributor salesmen.
11. Car cards.
12. Newsstand posters.
13. Newstruck posters.
14. All-inclusive promotion campaigns.
15. Tie-in with national promotions.
16. Client follow-up reports.
17. Client television market research department.
18. The WLW-Television-Gallaher point-of-purchase plan.
19. Promotion consultation service.
20. Client Rating service.

The Client Service Department is your creative assault unit in the WLW-Television coverage area . . . doing for your product everything . . . from holding dealer meetings to jet-rocketing your sales charts with point-of-purchase action!

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